

AMERICAN CATTLE PRODUCER

IN THIS ISSUE: • CALL FOR CONVENTION
NATIONAL'S MILESTONE • MEETINGS

• THE CATTLEMAN'S BUSINESS MAGAZINE

58TH ANNUAL CONVENTION AMERICAN NATIONAL
CATTLEMEN'S ASSOCIATION, RENO, JANUARY 10-12

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DECEMBER 1954

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December, 1954

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There are 61 Santa Fe Offices from 'coast-to-coast' with one in your territory as near as your telephone. Call today.



To THE
EDITOR

CATTLEMAN'S SPIRIT—Enclosing a check for the building fund. Have had it awful dry here in this country, but will have hay enough so we can keep all our cow herd. It seems the cattlemen are the only ranchers or farmers left that are free to do as we please. I hope we can keep it that way. We were born free; let us stay free.—M. L. James & Son, Douglas County, Colo.

IN THE SADDLE—This makes 50 years—and I haven't missed a year—in which I have fed, turned out and gathered my cattle and always found and gathered a few for others.—Simon Off, Alamosa County, Colo.

MARKET—Good steer calves 450 pounds down, \$20-\$22; heifers \$15-\$17; few choice calves bringing more. Good yearling stock steers \$16-\$19; heifers \$15-\$17.—Chester W. Friend, Comanche County, Kan.

IN THIS ISSUE

Convention	Bldg. Fund	22
Call	State Pres.	45
Milestone	14	41
Last Call	Mex. Imports	20
Lookout	13	20
Research	Markets	31
Nev. Meeting	7	31
Fla. Meeting	Ladies' Page	31
Assn. Notes	CB Chimes	31
Nat'l at Work	Breeds, Sales	42
Public & You	Personals	45
Beef Across	Bookshelf	25
	Calendar	44
	Statistics	41
	Letters	41



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AMERICAN CATTLE PRODUCER

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The Lookout

Production of Cattle may be passing the high peak it reached following a five-year expansion. This is the conclusion of Harold F. Breimyer of USDA's Agricultural Marketing Service, given in a review of the present situation and outlook for livestock. We summarize his review as follows:

The Number of Cattle climbed rapidly after 1949 in the sixth cyclical upswing since 1880, reaching 95 millions at the beginning of 1954. Biggest percentage gains were in the South. Arkansas, for instance, upped its milk cows 14 per cent, its beef cows 110 per cent and all cows 42 per cent. United States output of beef also increased sharply (from less than 9 billion pounds in 1951 to almost 13 billion pounds this year) and consumption per person in 1954 will hit a record near 79 pounds.

Declining Drastically in 1952 and 1953, prices of cattle have been more stable this year. Feeder steers in early November were \$2 per 100 pounds higher than a year before and slaughter steers averaged a little higher. Slaughter cows were a little lower.

A Small Reduction in the number of cattle on farms Jan. 1, 1955, is indicated by the slaughter of 39½ million cattle and calves this year, which probably exceeds net production. Most of the decrease will be in young stock. Little change is likely in the number of cows on farms.

Cattle Numbers appear to be shrinking slightly and beef output also may be on a downturn, but no marked trends in either direction are foreseen. Instead, this may be a hesitation period, when changes will be indecisive and moderate. A gradual decrease in cattle numbers the next year or two seems more likely than an increase, but the kind of weather will have much to do with actual changes. Since a large slaughter of cows in 1955 will keep beef output high, continued stability in cattle prices but no really sizable increase is in prospect. Prices of cattle of higher grades will remain substantially above those of lower grades. An appreciable improvement in cattle prices is in view for the longer future, after present adjustments in numbers and output are completed.

Stock Sheep have been hovering at the 26-28 million level and may be near the lower limit of this range in January 1955. Numbers have generally been maintained better in the East than in the West. New supports for wool at 62 cents per pound may give some encouragement to sheep production. Prices of lambs are expected to be less variable in 1955 than they were in 1954.

The Pig Crops of 1954 were up 12 per cent from 1953. A further rise of 2 to 5 per cent is forecast for the 1955 spring crop. Hog production is at an intermediate level, neither high nor low. Prices of hogs in 1955 will average less than in 1954, with the widest difference in the spring, and will be in about an average relation to the price of corn.

Economic Activity has firmed up the last month or so and the rise this fall is slightly exceeding the usual seasonal gain, says USDA.

Employment Increased in October, with industries manufacturing durable goods showing the largest gain. Assemblies of automobiles are increasing as new models go into production. New orders received by manufacturers for durable goods have increased substantially. Construction, at record levels this fall, is likely to decline less than usual this winter.

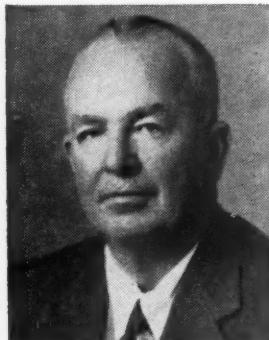
Consumers are continuing to receive and spend income at record rates. Total purchases—by consumers, business and government—are exceeding the output of the nation's factories and business inventories continue to decline.



WARD D. ARMSTRONG works with ranchers in California and Nevada. He is a partner of Mason-McDuffie Company, 2101 Shattuck Avenue, Berkeley, California, and a member of the American Society of Farm Managers and Rural Appraisers, the Institute of Farm Brokers and the California Society of Farm Managers and Rural Appraisers.



C. A. SAINT is vice president and secretary of R. A. Rowan & Company, 458 South Spring St., Los Angeles, Calif. He works with ranchers in Santa Barbara, Ventura, San Bernardino, Riverside, Orange, Los Angeles, Kern and San Luis Obispo Counties. He is a Trustee of the U.S.C., Vice President and Director of the Children's Hospital Society and the Automobile Club of So. California, President of the Building Owners and Managers Association.



W. T. "WIFFY" COX serves north, central and southwest Florida from 27 South Main Street, Orlando. He is a member of the American Society of Farm Managers and Rural Appraisers and the American Society of Residential Appraisers. Having long been active in the ranching business, he operates his own ranches and groves.



STERLING HUBBARD serves ranchers in Arizona and western New Mexico from the Tovrea Stockyard Building, 5001 East Washington St., in Phoenix, Arizona. He is a Director of the Arizona National Livestock Show, member of the Maricopa County Sheriff's Posse, Saddle and Sirloin Club, Cowman's Club, American Society of Farm Managers and Rural Appraisers, Phoenix Real Estate Board and is a partner in Bar Vee Cattle Company, among other interests.



STEWART W. GOODWIN is president of Percy H. Goodwin Company, 300 First National Bank Building, San Diego, Calif., and serves ranchers in San Diego and Imperial Counties, Calif. He is a director of the San Diego Transit Company, Solar Aircraft Company and First National Trust and Savings Bank. He is a trustee of California Western University, chairman of the San Diego Colorado River Association, President, San Diego Downtown Association, and Director, San Diego Chamber of Commerce.

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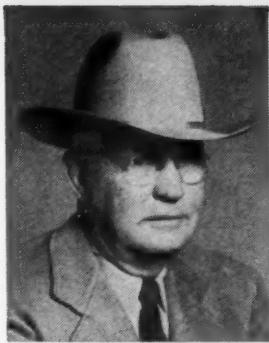
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HENRY C. HALL is senior partner of Hall and Hall, 408 Zook Building, Denver 4, Colorado. He serves ranchers in Colorado, Eastern Wyoming, Eastern Montana, Nebraska and Kansas. He is an Accredited Rural Appraiser, Past President and Member of the Executive Committee of the American Society of Farm Managers and Rural Appraisers, Member of the Advisory Committee Colorado Basic Land Inventory.



H. L. MARTIN is manager of the Southwestern Division of the Ranch and Farm Loan Department of The Connecticut Mutual, and is in charge of the San Antonio Office at 821 Frost National Bank Building. The major portion of his time is spent in inspecting farm and ranch properties, which curtails much of his civic endeavors. A rancher all his life, he owns and operates several fine ranches and farms.



C. B. "CY" MOAK serves south and southeast Florida from 1107 DuPont Building, Miami. He is co-partner of Circle F Ranch and owner of two ranches at Delray Beach. He is a trustee of the University of Miami, a director of the Land O' Sun Milk Company and the Palm Beach Mercantile Company and a member of the American Brahman Breeders Association, the Santa Gertrudis Breeders International and the Indian River Cattlemen's Association.



FREDERICK P. CHAMP, president of Utah Mortgage Loan Corp., in Logan, serves Utah, Idaho, and western Wyoming. He is president of the Cache Valley Banking Co. and chairman of the Commercial Security Bank, Ogden. He is past president of the board of Utah State Agricultural College, Mortgage Bankers Assn. of America and Utah Bankers Assn. and a member of the Task Force on Federal Aid to Highways of the President's Commission on Intergovernmental Relations.



FLOYD E. ELLIOTT, president of Farmcraft Associates, Inc., serves Georgia from Americus. He is also connected with Farmcraft Service, Inc. of Oxford, Indiana. Both companies develop and manage farm and ranch properties. He is past president and member of the executive board of the American Society of Farm Managers and Rural Appraisers and is president of Farmcraft Seed Company, Inc.



HORACE A. DRYER of H. A. Dryer & Company at 525 Corbett Building, Portland, Oregon, serves the State of Oregon. He has been a ranch operator in Oregon and Washington since 1909. He is past president of the Portland Realty Board and Oregon Chapter No. 14 of the American Institute of Real Estate Appraisers. Currently, he is president of Multnomah County Taxpayers Association.



ELBERT W. ANDERSON, manager of Vermont Mortgage Company, 918 West Riverside Drive, Spokane, Washington, works throughout western Montana, Washington and northern Idaho. He belongs to the Rotary and is a trustee and member of the Finance Committee of St. Luke's Hospital and a trustee of the Y.M.C.A. in Spokane.



CLAUDE B. HURLBUT serves ranchers and farmers in the Texas Panhandle, eastern New Mexico and southern Colorado from 1521 Texas Avenue, Lubbock, Texas. He is a charter member of the Lubbock Kiwanis Club and a member of the Colorado Cattlemen's Association. For several years he was a director of the South Plains Fair Association, and is a member of the National Polo Association.



MILLARD G. SCOTT serves ranchers and farmers in South Dakota from 845 Dakota Avenue, South, in Huron. He owns and manages several farms. He has been president of the State Reclamation Association and the Association of Realtors. For 5 years he was a director of the National Reclamation Association and is ex-member of the Natural Resources Committee of the U.S. C. of C. and is active in U.S. and local Chamber work. He is a member of the American Society of Farm Managers and Rural Appraisers.

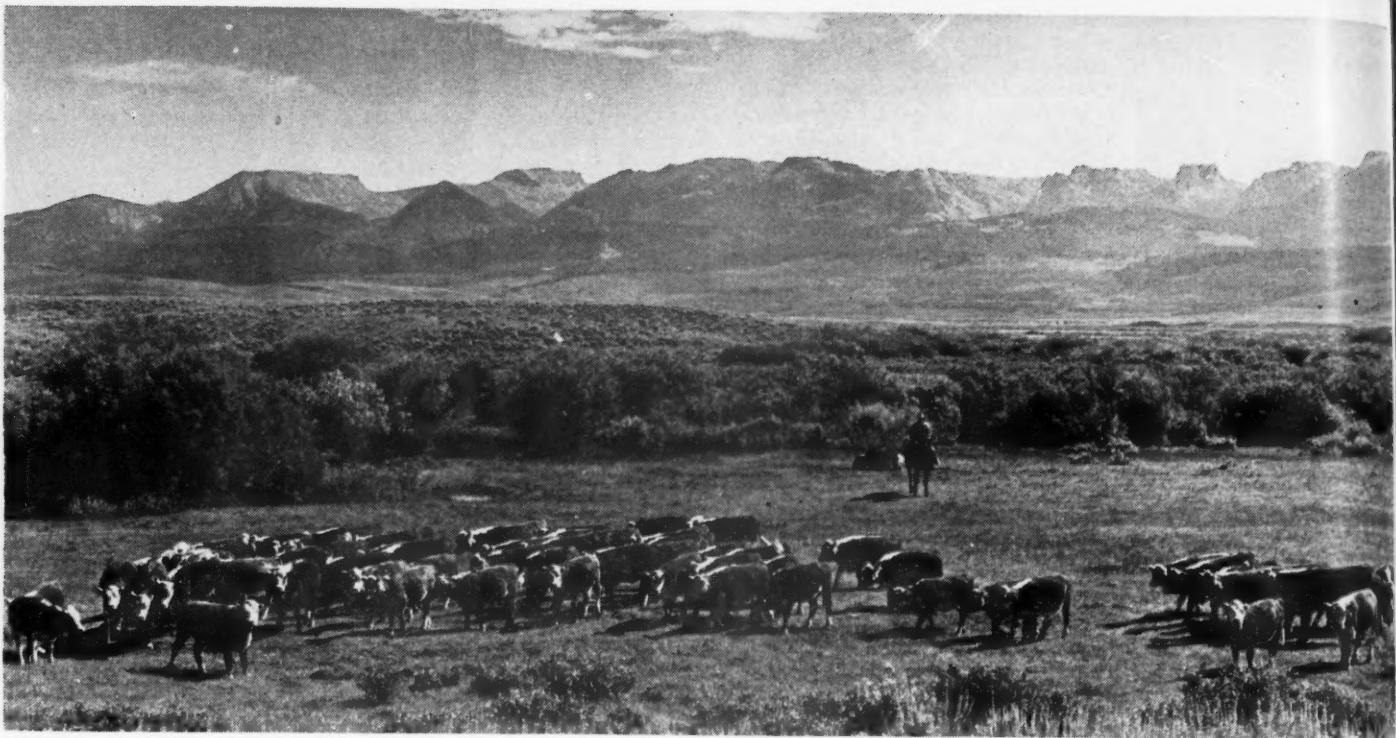


DENZIL C. WARDEN is assistant manager of Connecticut Mutual's Ranch and Farm Loan Department, Southwestern Division. He is in charge of the Fort Worth Office at 1301-2 W. T. Waggoner Building. Among the organizations in which he is active are the American Society of Farm Managers and Rural Appraisers and the Farm and Ranch Club of Fort Worth, Texas.

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Once again the focal point of the nation's finest livestock, Denver invites you to take part in the 49th Annual edition of the National Western Stock Show. . . . First in usefulness to the stockmen . . . offering the finest in show and sale facilities!



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Palomino Horses	Jan. 17
Quarter Horses	Jan. 17
Thoroughbred Horses	Jan. 17
Hereford Females	Jan. 17
Hereford Bulls	Jan. 18
Angus Females	Jan. 18
Carloads Fat Cattle	Jan. 19
Angus Bulls	Jan. 19
Shorthorns	Jan. 19
Carloads Feeder Cattle	Jan. 20
Prize Junior and Open Steers	Jan. 21

2,000 Bulls for Sale in Stockyards



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Call For Convention

Denver, Colo., Nov. 26, 1954

TO MEMBERS OF THE AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION, AFFILIATED ASSOCIATIONS AND STOCKMEN GENERALLY:

Call is hereby issued for the 58th annual convention of the American National Cattlemen's Association, to be held January 10, 11 and 12, 1955, at Reno Nev., with headquarters at the Mapes and the Riverside Hotels.

There will be an executive committee meeting Sunday evening, Jan. 9, at the Mapes Hotel.

The year 1954 has been a busy year for the Association . . . a year of continued widespread drouth, but with greater stability in the market for most types of cattle than in the preceding year, and with a much better feeling generally throughout the industry as a consequence.

The cattlemen's complaint today is not so much against the price of cattle as it is against the difficulty of getting costs of production adjusted to balance with current cattle prices. Many things beyond the control of the individual cattlemen tend to add to costs of production, while the favorable factors which show some lessening of cost are few and far between.

Among the subjects which will be discussed fully at Reno are the following:

* * *

BEEF PROMOTION: Much more time and effort have been devoted to the matter of beef promotion than ever before in the history of the association. Some people are impatient because we cannot immediately jump into a big national advertising program, but no one so far has come forward with a magic formula which will raise several million dollars on a voluntary basis, and we do not have access to the proceeds of cattle shipments as the cooperative associations handling oranges, walnuts, and many other products have.

Despite this fact, much has been and is being accomplished. Starting with the year 1944, when the American National organized what is now known as the Cattle and Beef Industry Committee, a very successful campaign to move a surplus of utility grade beef into consumption was launched, followed by continued bursts of activity as needed through the years until the summer of 1952 when redoubled efforts were made to meet the threat of surpluses then in sight.

We have had splendid cooperation from the packers, the retailers, both chain and independent, the USDA, the National Live Stock and Meat Board and from many other groups. During the past year, much has been done in the way of state and local organization for promotional purposes and all these activities combined have been of immense benefit to the industry.

Currently, a seven-man committee of the American National Cattlemen's Association, headed by President Jay Taylor, is considering anew what further can be done. This committee will meet in Chicago on Dec. 2 and will report to the convention.

* * *

RESEARCH: Along with the activities in beef promotion must go beef research, and our new

special committee on research appointed a year ago, under the chairmanship of Alan Rogers of Ellensburg, Wash., has tied into its problem with real energy. It, too, will report at the Reno convention.

* * *

BEEF PURCHASES: The exception to the stability in the market mentioned above was largely in the case of the lower grade cows and heifers. The producers had come to believe by numerous announcements from the Department of Agriculture that it intended to conduct a beef purchase program again this year, using Section 32 funds, particularly for the purpose of augmenting the school lunch program. However, despite the fact that prices sank below the level of a year ago on these lower grades and despite the tremendous increase in the marketing of cows and heifers throughout the year, the department seemed to concentrate its promotional activities on the dairy industry and did not go into the beef purchase program as expected. Recently, there has been a minor purchase of canned beef and gravy for F.O.A. for Christmas distribution abroad; in addition, a quantity of carcass beef has been purchased in recent weeks by English brokers licensed by the British government with the aid of the \$17,250,000 set aside for subsidy authorized by F.O.A.

* * *

CATTLE NUMBERS: As was the case a year ago, authorities are again predicting that total cattle numbers will be down slightly on Jan. 1, 1955. With further reduction in steer numbers but with probably little if any change in total numbers of breeding cows and heifers, it would appear that we have finally turned the corner on the current cattle cycle and that Jan. 1, 1954, was probably the high point in that cycle.

This has been brought about by the sharply increased slaughter of cattle and calves. Last year, with slaughter of 36.7 million head, a new all-time record was established. This year, it is now freely predicted that the total slaughter will be in the neighborhood of 39.5 million. Earlier, it had been estimated that it might go up close to 40 million head, but a slight tapering-off recently has somewhat lowered this figure.

* * *

MEXICAN EMBARGO: It has been announced that barring a new outbreak of foot-and-mouth disease, the embargo on imports from Mexico will be raised Jan. 1, 1955. Estimates vary as to the number of cattle which may come in during 1955 as a result. Some estimates go as high as 650,000 head, but others, citing the need for beef in the Mexico City area, the desire to keep Mexico's packing plants in operation and the further desire to expand production in the northern states, toned down this estimate to perhaps less than 500,000 head.

A committee composed of the secretaries of finance, economy and agriculture and a representative of the Federal District (equivalent to the District of Columbia in the United States) has been appointed to control exports to meet these varied requirements.

(Continued on Page 16)

The 'National' At Work

Advance reservations point to a record attendance at the Reno convention of the American National, Jan. 10-12. Executive-Secretary F. E. Mollin said more than 1,500 cowmen and CowBelles from 30 states have already indicated intentions of attending. Discussion highlights include beef promotion, research, brand inspection, public lands grazing legislation, and the new code on income taxes. Outstanding speakers have been invited. Special entertainment has been arranged by the co-hosts, the Nevada State Cattle Association and the California Cattlemen's Association. Also scheduled for conferences are the National CowBelles and the American National Junior Cattlemen's Association. Headquarters hotels are the Mapes and Riverside.

A special cattle feeders conference is scheduled for the evening of Jan. 10 at the American National Reno convention. Several pre-convention meetings are planned for Sunday, Jan. 9.

The American National's building committee is gratified over the "tremendous response" to the most recent call for contributions to the fund for the new headquarters building. A noteworthy feature of the donations coming into the Denver office is that contributions are being made by many commercial firms, including banks, livestock publications, etc.

Meetings attended by American National officers and staff members include: Assistant Executive Secretary Rad Hall at the Texas farm and ranch credit school for commercial bankers put on by the Texas A. & M. College; also the New Mexico cattlemen's quarterly meeting and the Wyoming association's executive committee meeting. President Jay Taylor at the American Bankers Association conference in Memphis, Tenn.; a discussion on beef promotion in Chicago, and the annual meeting of the California Cattlemen's Association: Executive Secretary F. E. Mollin at California Cattlemen's Asso-

ciation convention; Information Director Lyle Liggett at a Nebraska quarterly meeting and the Chicago conference on beef promotion.

A new livestock tax manual is being drafted by attorneys for the National Live Stock and Tax Committee which will review the livestock tax subject from a to z. Attorney Stephen Hart advises the manual should go to press in a matter of days. Write to the American National Cattlemen's Association, 515 Cooper Bldg. for a copy.

In a recent month, livestock claims collected for members of the American National and affiliated associations by Association Traffic Managers Chas. E. and Calvin L. Blaine amounted to \$1,335. Most of this collection was in the form of overcharges inadvertently made by the railroads. The association traffic managers maintain a freight bill audit service that stockmen may avail themselves of by sending in their freight bills for audit.

"Livestock and Meat Facts" is a new booklet issued by the American National Cattlemen's Association. It gives statistics of the cattle industry, valuable as a background picture of the industry's economic status and is being sent to all American National members, according to Cow Business. It is available to any stockman upon request, at 515 Cooper Bldg., Denver.

MEAT CONSUMPTION UP

Meat consumption will average about 155.6 lbs. per capita this year, or about 2 pounds more than in 1953 and 20 pounds above the post-war low in 1951, says USDA. Meat production may total 25.5 billion pounds, 700 million over last year. The 1935-39 average was 16.1 billion.

CANADIANS EAT MORE BEEF

An explanation of Canada's low beef export last year is given by Canadian Agriculture Minister Gardiner: Canadians themselves are eating more beef, he said, and due to increased home consumption, only 70,000 cattle were exported to the United States in 1953 compared with 450,000 just after World War II.



This livestock truck proclaimed the "Eat BEEF for HEALTH" gospel during Nevada Admission Day celebration in Carson City.

The Public . . . And You BY LYLE LIGGETT

IN RECENT MONTHS, COWMEN and CowBelles have learned to their pleasure that support and endorsement for their stand of "salesmanship rather than supports" can come from many unexpected places.

Take the Junior Chamber of Commerce groups in several states. This group of alert young businessmen, realizing the importance of the beef industry to their own interests, has demonstrated its willingness to help in many ways. In South Dakota, Iowa, Nebraska—state after state—the Jaycees have volunteered to act as deliverymen, speechmakers or general "beef salesmen" in cooperation with beef campaigns.

Or how about the woman in the back-country of Montana who wrote to the American National apologizing for not having "taken much part in the advertising of beef?" She asked for an auto sticker so "at least the few tourists who get up my way will see it." And she sent her check for membership in the American National.

She is only one of thousands of persons who have assumed an individual responsibility for plugging beef in any way they can and in supporting their industry.

How about the bankers in many communities who have organized or lead in local beef promotion campaigns? Or the packers, locker plants, retailers and restaurants who have contributed not only time, dollars and skill to promotion campaigns but have given beef unusual "push" just because "we like your idea of getting food to the nation through normal channels and not letting it pile up in storage."

Or how about the letter which came as one of the most pleasant and heart-warming surprises the American National staff has received in some time?

The letter was from a Marine master-sergeant at camp, who had seen an article on beef promotion.

"I would like to do a small part in the program," he wrote. "I belong to an organization, The Toastmasters International, in which I have an opportunity to do a bit of public speaking."

"You said no angle is too insignificant for attention. So if I could help by speaking on your campaign to people around here, I would be glad to. I'm from Nebraska."

When the back gets tired from wrapping bundles of beef promotion material or when the legs begin to wobble from long hours spent contacting retailers, an offer from a "stranger" such as M-Sgt. Tom Bauder, 2446 Tarawa Blvd., Tarawa Terrace, N. C., provides a lift no other can equal.

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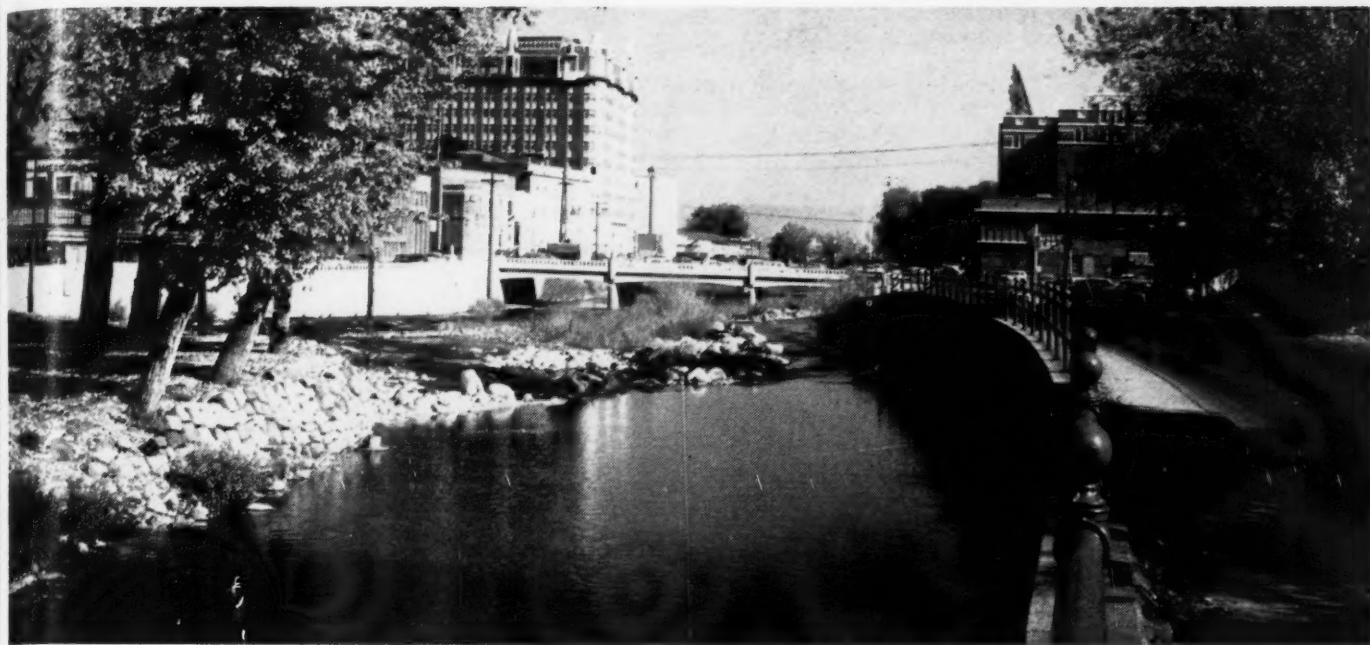
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LAST CALL FOR RENO!



Beautiful Truckee River, in the heart of downtown Reno, threads its way through close-in parks and then bisects the business area. This scene is just two blocks from the heart of Reno's business district, and is in Wingfield Park close by. Top fishing permits excellent catches to be made here every season well within the city limits.

THIS IS THE LAST CALL FOR Reno! If you haven't yet accepted the invitation to be on hand for the 58th—the best yet—annual convention of the American National Cattlemen's Association, you have this one more chance to get in on the exciting three-day meeting. Make your reservation request (with \$10 deposit) to Robt. J. Sullivan, Conv. Dir., Reno C. of C., giving arrival time.

Main purpose of the convention is, first and foremost of course, the business to be transacted. Through the years, cattlemen have put their heads together to solve their common problems, and 1955 should be no exception—because the problems are there, and only by working together can the cowmen arrive at a formula that will

ease the difficulties confronting a major industry in these stressful times. There will be speakers who know their business to discuss these topics.

In the busy year just ending, there has been continued wide-spread drouth; the matter of beef promotion has developed into one of the industry's greatest, and most rewarding, projects. Research, too, has grown in importance, and a report on progress in that direction will be made at the meeting. Other subjects in the lime-light are tax changes, cattle numbers, the Mexican embargo, reciprocal trade, grazing legislation, and no doubt many others. The entire program will be big, and it will be varied.

As for the less serious parts of the meetings: everyone who's ever at-

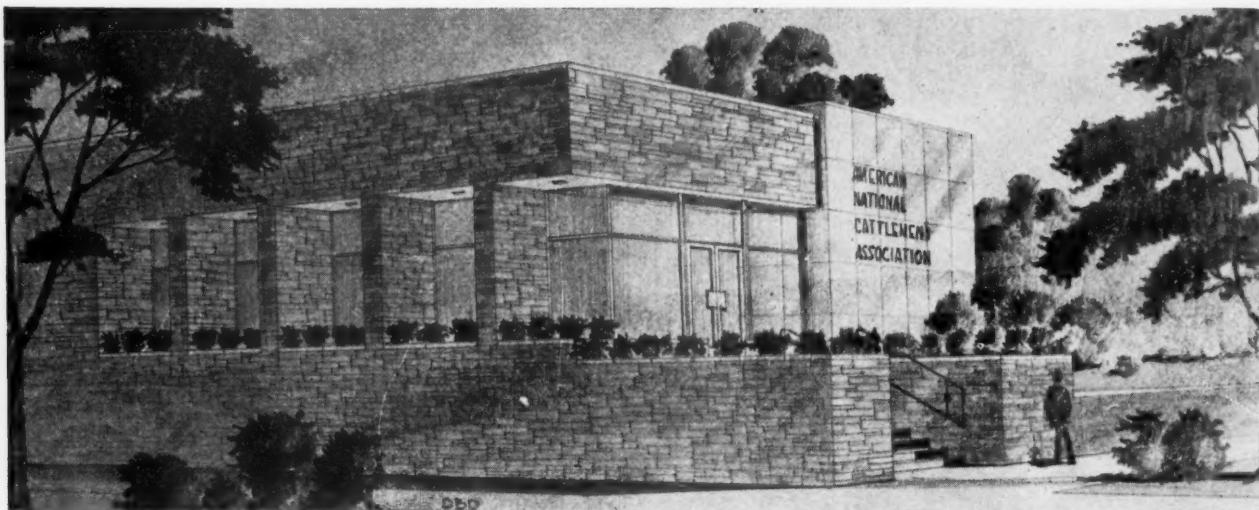
tended one knows that all work and no play would surely be a waste of the convention city's offerings. And Reno has plenty to offer, whatever your interests are. It's the center of a wonderful fun area that includes skiing; the well known games of chance; fascinating shows starring the world's most famous entertainers; fine food; luxurious hotel and motel accommodations to make your stay a memorable one—everything!

Your hosts—the state's cattle people, who are of the finest—are ready to do all in their considerable power to make this a tip-top convention in every possible way. All they ask is that each of you be there to partake of this wonderful hospitality. So . . . we'll be lookin' around for you, come Jan. 10.



A snowy two-state vista near the convention city. Far-off California, seen from the top of Reno ski bowl and across Lake Tahoe, in background, presents a view of wintry majesty.

An American National Milestone



FOR THE AMERICAN NATIONAL Cattlemen's Association, 1955 bids fair to be "a year with a difference." As it prepares to assemble for its 58th annual convention at Reno, in January, the National's membership can look forward to having a permanent headquarters in Denver for the first time in the association's 57-year existence.

With the scheduled January 10 completion date of the new building fast approaching, the hope now is that it can be open to visitors during National Western Stock Show week immediately following.

Now that the organization dream is so near realization, it might be appropriate to review briefly the chronology of this home office idea and something about its development: After many years of renting office space—more than half that time in the present Cooper Building location—it will be recalled that a building project was first discussed at the Fort Worth meeting of the American National in 1952. The idea caught fire at once, and first plans were shown at Kansas City in 1953. Architect's drawings were given definite approval at the 1954 convention in Colorado Springs; the contract was let in June of this year, and actual construction got under way the next month.

Recognition must go to a committee of three responsible for the footwork involved in locating a site for the building, purchasing the selected property and setting the program in motion. Chairman of this group was A. A. Smith of Sterling, Colo., former American National president; other members were Henry Bledsoe of Yuma and Don Collins of Kit Carson, the National's first vice-president.

The American National building is situated on the northeast corner of 17th Avenue and Clarkson, eight blocks east of Broadway which includes the city's

main hotel area. The building fronts on 17th Avenue which offers direct bus service to the center of town.

Employed in the outer walls of the fine red and white structure is Colorado red limestone taken from Lyons, with limestone used also (this time in white) for the front face of the building. It is interesting to note that the slowest part of the work came in the setting of the random sandstone, which must be cut and fitted as each piece is placed. In this highly specialized phase of the job individual workmanship is necessarily indicated and it is not surprising that only two men applied themselves to this particular task. However, not only here but on other parts of the job there was a nice display of personal interest on the part of workers in whatever chore they were concerned with.

The exterior decor will feature evergreen plantings, and some grass on the east and south and on the parking. Handsome individual bronze letters spelling out the association name will be fastened to stand out against the stone face. There will be evergreen planters in each of the modern recessed windows which add attractiveness to the general design and serve to keep glare and heat of the afternoon sun from the general office section on the west side. A parking lot behind the building will accommodate eight to 12 cars.

The building will be as nearly fire-proof as it is possible to make it. The roof will be of gypsum, with a tar and sand surface. Of strongly reinforced concrete with a steel superstructure, the whole rugged construction brings commendations from persons who have seen it in process of erection.

Inside, all the floors will be concrete, covered with asphalt tiling. The ceiling will be of fibreglass, hung from inverted steel trusses; the resultant dead

air space will help keep the building cool and also is used for installation of air conditioning ducts. The overhead lighting will be the finest recessed type, and an automatic fire sprinkling system is being installed throughout.

The lobby at the front of the building, indoors, will feature two planters. It has not been determined what kinds of plants will be used here but the Denver office is open for suggestions. For example, it may be that some of the states will want to send in plantings typical of their sections of the country and this might be an interesting and effective way of using the planter space. Incidentally, the small reception space in the entrance will contain chairs which are being furnished by the National Juniors.

As for the layout of the offices: The main floor will consist of the general offices and five private offices, including a president's conference room and offices for the executive secretary, the assistant executive secretary, the editor of the *PRODUCER* and the public relations department. There is a mailing room also. Addressing and mimeographing machines will be located in the basement.

The basement itself is a partial one, covering perhaps two-thirds of the space under the main floor; it will be rough-finished, and contains the heating and air circulation equipment, with provisions for air cooling.

It will be necessary to install largely new furnishings in most of the office area. A source of pride will be the fact that all upholstery throughout will be of genuine top-grain leather, as befits an organization representing the cattle industry and its products.

For the rest, it must be left to the years of the future to write the history of the American National in its new home, as the years of the past have written it up to this important point.

You'll have **fun** at

fun



HAROLD'S CLUB

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December, 1954

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**WELCOME
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MAY
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BE
A
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RENO'S
BEST
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ARE
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THE
GOLD
ROOM**

GOLDEN BANK CASINO RENO

Bill Graham, Owner
Mike De Peano, Managing Director

CALL FOR CONVENTION

(Continued from Page 11)

DROUTH: The continued widespread drouth areas largely in the Southwest but quite extensive in Nevada, Colorado, Wyoming and parts of the Southeast as well, have contributed to the pattern shown above in regard to decreasing total cattle numbers. There have been substantial rains in many of the drouth areas, but the rains have been spotted and it is hard to estimate just exactly what the situation is today. The number of counties designated as major drouth areas—949 in 18 states—is hardly a dependable gauge of the exact situation as political pressure has almost as much to do with such designation as does the drouth itself.

GRAZING LEGISLATION: What happened in 1954 is history. The disgruntled proponents of 90 per cent price supports on basic agricultural commodities vented their displeasure of the defeat of their pet 90 per cent support plan on the livestock industry which was supporting the administration grazing bill. The 90 per cent boys will be entrenched in the House Committee on Agriculture in the new Congress and the industry will attempt to decide at Reno in conference with representatives of the National Wool Growers Association just what our next step should be.

TAXATION: During the year Congress completely overhauled the income tax law and many of the provisions in that law are ones that the National Live Stock and Tax Committee has been diligently working for. Stephen Hart, attorney for this committee, will be in Reno to explain this revised income tax code, with particular reference to the provisions that affect the livestock business.

RECIPROCAL TRADE: The advocates of lower tariffs seem to be in the saddle again as the President definitely leans that way and the partial Democratic victory at the polls will also place emphasis on lower tariffs. Apparently, the program is to attempt to extend the present Reciprocal Trade Act for three years and to grant the President authority to write down tariffs at the rate of 5 per cent each year.

As an offset to this trend is the fact that there are more industries feeling the effect of foreign competition and that they are getting more support from the labor unions involved than ever before. It will be a "battle royal" and undoubtedly will be up for action early in the new year.

PACKERS & STOCKYARDS ACT: A move is on foot to amend the P. & S.Y. Act, particularly the Kleberg

amendment thereto which deals with the matter of brand inspection. A conference was held in the office of the American National at Denver on Oct. 12 in an effort to work out a solution to the problem which would to some extent at least meet the desires of the "States Rights" group and, at the same time, preserve the purpose of the Kleberg amendment to provide a system of brand inspection on certain interstate shipments.

"Welcome, Cattlemen" Nevada Meat Packing Co., Inc.

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Nevada

NEVADA RANCH

5000 HEAD capacity MATURE CATTLE. PERFECT LOCATION. Low overhead — large net earnings. FIRST TIME offered for sale due to family tax problems. PRICED WORTH THE MONEY including cattle.

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Welcome,
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EL CORTEZ HOTEL

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AMERICAN CATTLE PRODUCER

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BRUCELLOSIS REGULATION: The new brucellosis regulation which has been worked on at a series of conferences was published in the Federal Register some weeks ago, and many objections were filed to certain provisions thereof. The American National asked in particular for inclusion of two major recommendations adopted at our Colorado Springs convention last year. Recently we have been told that this regulation will again be published in the Federal Register in the near future and that the two items covered by our resolution a year ago will be included.

It has been the endeavor of the American National through the years to avoid a compulsory test and slaughter program by strongly advocating calfhood vaccination. If such a voluntary program can be continued for a number of years, it will certainly expedite control measures and make the transition to accredited areas very much easier.

DENVER OFFICE BUILDING: Final consideration will be given to the finances of the new office building which is fast nearing completion. We have had a wonderful response from our membership in the way of donations for the building fund, and it will not take so very much more to put us over the top.

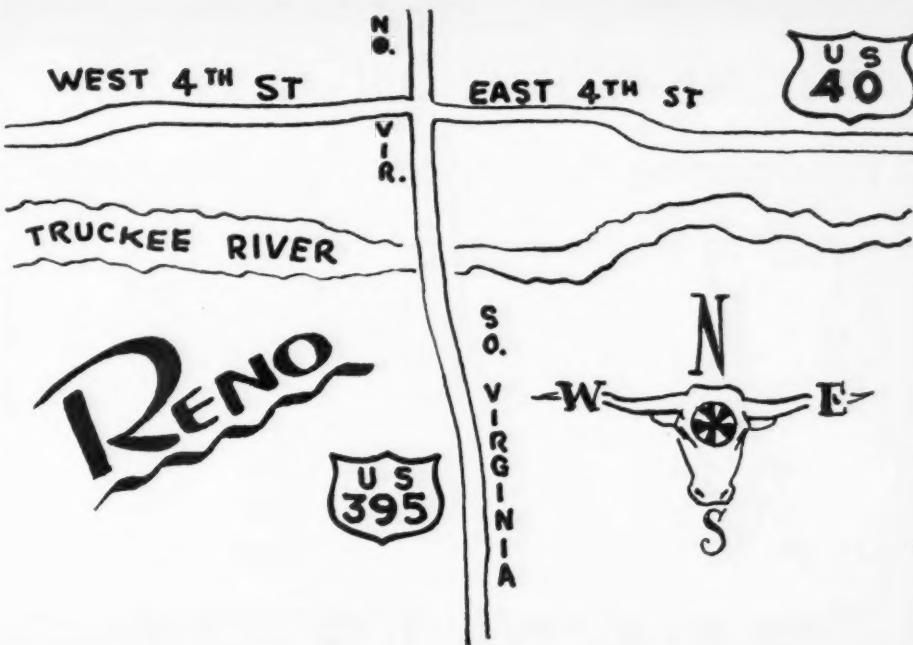
OUTLOOK: It is dangerous to venture into the field of predicting what is going to happen to any industry and that is particularly so of the cattle business. Changes can come very rapidly, but barring a continuation of severe drouth conditions, there seems reasonable ground for optimism. General business conditions for the next year or so are looking up. Cattle numbers are heading down if only by a slight margin. The human population and hence the demand for beef is increasing fast. If general economic conditions fulfill the present promise, it probably will not be too long before cattle numbers start on a new upswing that will easily take us to the 100 million mark. With continued activity to promote beef and with new millions of consumers coming along rapidly that should not be too many.

ALL PEOPLE INTERESTED in the cattle industry are cordially invited to participate in the open meetings of the convention. The matters mentioned above and no doubt many others will come up for consideration.

F. E. MOLLIN,
Executive Secretary.

SAFE AT THE PLATE

When seated at dinner
Some flatter the host,
Some check the bright silver,
Or offer a toast;
But I praise the person
Who carves up the roast!
— Howard Haynes



CATTLEMEN these leading Reno motels welcome you...

Name	Address	Phone No.
CARAVAN MOTEL	732 So. Virginia	2-2515
CITY MOTEL	424 East Second	3-3423
EL JO MOTEL	395 West Fourth	2-6555
EL RANCHO MOTEL	777 East Fourth	3-1032
EL TAVERN COURT & RESTAURANT	1801 West Fourth	2-4504
HAROLD'S PONY EXPRESS NO. 1	Hwy 40 East	5-8316
HI HO MOTEL	1233 East Fourth	3-4256
HILL & SONS MOTEL	So. Virginia Rd.	2-0644
HO HUM MOTEL	1025 So. Virginia	2-9163
LUCKY MOTEL	1011 East Fourth	2-1292
MIRADOR MOTEL	1150 West Second	3-7884
SUTRO MOTEL	1200 East Fourth	2-8124

**American National Cattlemen's Assn.
Welcome to Nevada's largest
and finest Hotel . . .**

The
MAPES
Your HEADQUARTERS In RENO
CHARLES W. MAPES, JR., PRESIDENT-GEN. MGR.

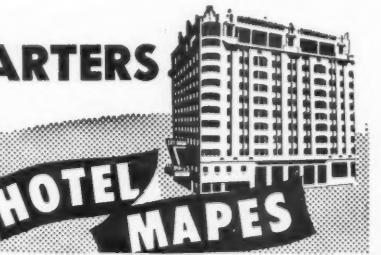
★ Modern Restaurants
★ Beautiful Cocktail Lounges
★ Ultra Comfortable Accomodations
★ Gracious, True Western Hospitality
And . . .
★ World Famous SKYROOM

WHERE THE GREATEST STARS OF STAGE, SCREEN,
RADIO AND TV APPEAR THE YEAR 'ROUND.

THE NEVADA ROOM ATOP THE HOTEL MAPES
IS BEING SPECIALLY RESERVED
BY THE MANAGEMENT.

as an informal meeting place for the delegates.
Telephone, refreshments, convention directory service will be
available in this beautiful and spacious room.

**FAVORITE HEADQUARTERS
For The
CATTLEMEN**



The Mapes Hotel

The Mapes Hotel, Reno, co-headquarters for the American National Cattlemen's convention, will feature special services for the delegates and their wives.

The Nevada Room, located atop the hotel, will be decorated in a corral motif. The decorations and settings will portray authentic replicas of famous Nevada ranches. An original mural, painted especially for the convention, pays tribute to "the rider of the range." The Nevada Room affords a panoramic view of the high Sierras and the beautiful Truckee Meadow. In it, there will be ample telephone facilities and a place set aside for informal get-togethers, 24 hours a day, for delegates and committees.

An innovation will be a unique display "index-board" which will permit a delegate to locate, at a glance, the time and place of various committee meetings, special events and the addresses of visiting cattlemen and their wives. Attendants and hostesses will be on duty at all times, and hotel staff members will be dressed in special western attire for the convention.

The Nevada Room is located adjacent to the Skyroom where the leading entertainers of stage, screen, radio and television appear. Also, in the Skyroom, the Continental Buffet luncheon is served.

In addition to the regular facilities of the Hotel Mapes, the tallest building in Nevada, there are also a radio station, stock brokerage firm, beauty salon, barber shop and valet service. Also featured is the Terrace Room overlooking the Truckee River. This is a favorite luncheon spot of Reno people. Additionally, there are the dining room and the coffee shop. Besides the special bars in the Nevada Room and Fable Room, guests may relax at cocktail time in the Skyroom Lounge or the Terrace Casino.

The Mapes Hotel is a headquarters for Nevada cattlemen as well as those from other states while visiting Reno.

Cattlemen Aim At Better Research

IN AN ARTICLE WRITTEN FOR Chemurgic Digest, Chairman Alan Rogers of the research committee of the American National Cattlemen's Association says that cattlemen need to correlate the efforts of research workers and get the results of research out into the field where they can be put to work.

And that, he says, is the function of the research committee, and the questionnaire recently widely publicized in the livestock press is the first step in the committee's program.

"For the first time in its history, the American National will have a 'summation' of the beef cattle industry. No

longer will 'we think'; The quest only will depend on which method it will give of success for itselfs beco-

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longer will we be in the position of 'we think'; we will know."

The questionnaire, he points out, not only will determine the problems upon which more research is needed but it will give us an insight into practices of successful cattlemen which in themselves become valuable research results.

Being Tabulated

Replies to the questionnaire which are being tabulated by Dr. R. T. Clark of the Denver Beef Cattle Research office of the USDA will be summarized so that a report on them may be made at the National convention in Reno in January, Mr. Rogers declares, stressing the point that the questionnaires are being handled on a strictly confidential basis; that no names will be revealed.

As a preliminary preview Mr. Rogers reveals these facts developed from the questionnaire:

1. The percentage calf crop is considerably below the figures reported for the national cattle inventory. Since percentage calf crop is a major factor in determining profit or loss in the cattle enterprise, we intend to find out the why of this.

2. Pink eye, cancer eye, sunburned udders and decreasing weaning and mature cattle weights appear to be of major concern to cattlemen.

3. Cattlemen recognize the value of production tested stock and are willing to pay a premium therefor. They recognize that selections based on (1) type or individuality, (2) pedigree and/or (3) show-ring winnings are not enough. To these three bases of selection they wish to add production testing, with increasing emphasis on the latter.

4. There appear to be breed and area differences. Perhaps there is more to breed adaptation than most cattlemen have been aware of in the past or have been willing to admit. Since most commercial cattlemen do not consider any breed "sacred"—no beast meeting with their favor unless it has utility value—this point may have an important impact in shaping the future of the cattle industry.

With this start, Mr. Rogers observes, "perhaps we shall soon be in a position to place beef cattle research in its proper perspective. We want to spend our research money wisely and get maximum returns therefrom. We want to know what research has been done and where the results can be obtained. We want to avoid duplication of effort. We want to see that the results of sound research are carried out to the field through extension channels in a palatable and understandable form."

CHOW TIME

How long it takes a hungry cowhand to finish a meal is only a matter of seconds.

—Howard Haynes

December, 1954

Welcome, Stockmen

SIERRA PACIFIC POWER CO.

The Riverside Hotel

Before there was a "Reno," there was a Riverside. In the early days of the Comstock, when cattle were being driven from the ranches to the north of what today is Reno, where the Riverside Hotel now stands was a leanto

BEST WISHES from The Central—

The Central extends best wishes to the American Cattlemen's Association for a very successful Annual Convention in January. And may we sincerely thank our many friends in the cattle business throughout the Rocky Mountain West for their confidence and support of The Central Bank and Trust Company of Denver.

MODERN BANKING SERVICES FOR MODERN CATTLEMEN



Henry D. "Hank" Mitchell,
Mgr. Farm & Livestock Dept.

- Farm and Livestock Department
- Commodity Credit Corporation Lending Agency
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The CENTRAL BANK & TRUST Co.

15th and Arapahoe Streets, Denver, Colorado

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"Texas Hats"

for
Ranchers and Business Men
Genuine fur felt hats, silk-lined.
Hand creased to your choice



Size 6½ to 7¾.
Color: Silver belly, light or medium
Brim widths, 2¾ to 2½
Price: \$7.50

Large staple hats, any color, up to 4" brim, \$10.00. To 4½" brim, \$12.50.

Terms: Cash, Check, Money Order or C.O.D. \$1.00 extra shipping charge. Every hat fully guaranteed, or your money back.

Size Brim Color

Name

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City and State

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WALDEN HAT CO.

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(Most colors available on request)
Wear a "Texas Hat" and be convinced.

IDEAL CHRISTMAS GIFT!

RANCHERS! CATTLEMEN! FARMERS!

CALL YOUR CATTLE

WITH THE NEW *Kattle Kaller* AUTO HORN

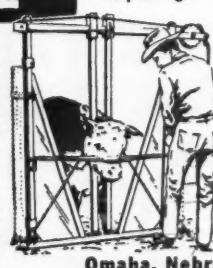


GUARANTEED to Call
Cattle for Feeding,
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Bellow Like a Bull—Cattle
Respond Quickly. Greatest
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car—truck. Deep penetrat-
ing tone carries for miles.
Imitates any cattle sound.
Great novelty horn, too. If
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you, order direct and send
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M.O., C.O.D. Money back
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Kattle Kaller Div., 1903 So. 20th St., Omaha, Nebr.

FARNAM
PORTABLE
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**CHUTE
GATE**

Enables you to quickly re-
strain and safely hold animals
for inspection, treatment,
dehorning, vaccination, ear
marking, etc. Makes cattle
handling easier, safer, faster.
Every stock farm needs and
should have this low-cost
stock-holding gate.

Accept This
'FREE TRIAL' OFFER
Try this Gate at our risk!
Write for Illustrated Litera-
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Farnam Co., Dept. 3

Omaha, Nebr.

Then came Lake's Crossing, and a hotel of sorts, still the most popular spot to rest and relax from the hardships of the trail. Then came the railroad, and Reno, and then, later came the first "Riverside Hotel."

Today the address remains Reno's first address, and the modern Riverside still offers the same opportunity for rest and relaxation. As Reno's only downtown resort hotel, it is famous for its swimming pool and its lanai apartments. The Riverside's famed western hospitality comes naturally after almost 100 years of service to the traveling public.

Its spacious, modern rooms, the casino, the swimming pool, the banquet rooms, the corner bar have been for years closely identified with the social life of Reno.

An extensive addition to the hotel now is in process of construction. The rooms, overlooking the swimming pool and the Truckee River, are the last word in comfort and convenience. Everything that adds to the comfort of the traveler is provided, and, standing as it does in the center of Reno's activity, it still retains the flavor of a resort hotel because of the type of attractions it offers. It is not far from the ski bowl, and convenient to the valleys that house the ranches. In the corner bar is a pictorial history of the landmark, which is older than Nevada. Within its walls are found the traditional hospitality of the pioneer, for the Riverside Hotel is a pioneer hotel.

Rich in history, proud of its heritage, the Riverside Hotel, its casino, its spacious theater-restaurant where all-star floor shows are a nightly attraction, afford the last word in comfort and entertainment, and for almost a century it has been equally famous for the excellence of its food.

NATIONAL FOREST RECEIPTS

For the fiscal year ended June 30, 1954, 40 states, Alaska, and Puerto Rico received a total of \$16,393,583.27 from the sale of timber, grazing fees, land use permits, and so forth from national forest lands. The amount received by each state represents 25 per cent of the money collected by national forests within its boundaries. Nearly \$12½ million of the more than \$16 million total went; Arkansas (\$14,664); California (\$2,537,323); Idaho (\$974,433); Montana (\$504,772); Oregon (\$4,988,206); Washington (\$2,836,437).

MEAT INSPECTION LAW FOR ARIZONA URGED

Members of the Western States Meat Packers Association, meeting recently at Phoenix, have agreed to call for cooperative action from the livestock industry and consumer groups aimed at obtaining a meat inspection law in Arizona during the 1955 session of its state legislature.

The Market Picture

AS THE YEAR 1954 DRAWS TO A close, one feature stands out in the cattle marketing situation. With all of the disappointments of weather and drouth, the element of stability to the future of the cattle business stands out above all others.

A close following of long-term price trends will show that 1954 was the one year in the past eight or nine years when we did not undergo sharply changing prices throughout the list. In fact during 1954 several classes of cattle and sheep returned to price levels comparable to the 1946-48 period.

Thus it appears we may have passed through a rapidly fluctuating cycle of both prices and cattle numbers to perhaps reach a leveling off period. Through much of the year 1954 average fed steer prices ranged within \$1 to \$2 of the previous year, while in other recent years the comparison was often as much as \$5 to \$6 per cwt. and as high at \$8.

In the case of stocker and feeder cattle, confidence in the future is concretely demonstrated by actual average cost prices of \$1, \$2 and \$3 per cwt. above a year ago.

The only exception to this stability was the weakened condition of the cow market as many areas plagued by drouth were forced to liquidate cow numbers at a more rapid pace and earlier in the season than normal. But even in this class, current cow prices are within 50 cents to \$1 of a year ago, which represents much more stability than declines in previous years of as much as \$3, \$4 and \$5 per cwt.

A study of total cattle numbers in the United States likewise lends toward stability, since the upward curve of sharp increases in numbers, which began around 1948, shows definite signs of leveling off. This has happened despite the fact that the number of cows and heifers included in federally in-



Formula

For EFFICIENCY

American Brahman bulls on cows of other breeds produce 10% more weaned selling weight at less cost than pure European cattle—25% more on Brahman crossbred cows. Reason: hybrid vigor, no pink-eye, ability to stand the heat. For more information write: Dept. K

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The Denver Union Stock Yard Company is constantly striving to provide more efficient service for you, the livestock producer, in the marketing of your livestock.

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As the West's Price Basing Market, the Denver Stock Yard attracts many buyers for all grades of livestock. These buyers compete with each other for the purchase of livestock and establish the prices for which livestock will be sold. It is to your advantage to keep Denver a strong Price Basing Market so that your livestock will be sold for a price which has been established by strong competitive bidding.

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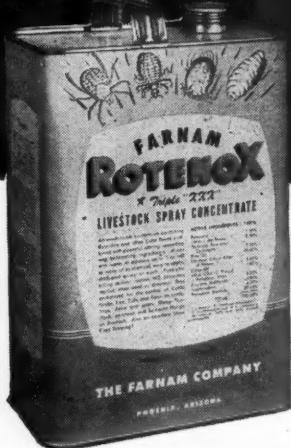
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The Denver Union Stock Yard Co.

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ROTENOX SPRAY-DIP CONCENTRATE

KILLS CATTLE GRUB
(Wolves, Warbles)
LICE, TICKS
and Sarcoptic
MANGE MITES



The One and Only livestock spray that controls *all four* fall and winter stock pests — grubs as well as lice, ticks and mange mites! Choice of leading cattlemen the nation over! More than 7 million head of cattle sprayed with Rotenox last season!

*THE "SHOW" COAT SPRAY — an excellent conditioner of hair and hide. Leaves beautiful, glossy coat, free from scale and scurf.

SAFER TO USE! EASIER TO APPLY! PROVEN MORE EFFECTIVE!

Rotenox is a rotenone-base spray, highly toxic to cold-blooded stock-pests, yet relatively *non-toxic* to warm-blooded humans and animals. Thus, it's safer to use! Important also, it can be applied either as a spray, dip or wash. High pressure is *not* necessary to make this product effective.

Rotenox is *economical*, too! — one gallon of the concentrate makes 160 gallons of finished spray. So, why be satisfied with less, when the best is so very economical. *This* fall and winter, spray with Rotenox!

AT YOUR DEALER: If he doesn't have Rotenox in stock, he can get it for you!

THE FARNAM CO.

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When you stop to think, don't forget to start again.

The one sure way to keep in trouble is to run from it.

Help Yourself!

Sounds like something free, doesn't it? Funny thing, it really is! It's what you get extra when you use WHR blood.

It helps you produce better cattle.

Wyoming Hereford Ranch



Cheyenne

spected slaughter is likely to fall some 3 to 5 per cent short of the normal 50 per cent required to check the bulge in numbers.

Another item pointing toward stability is the fact that federally inspected slaughter, by weeks, has taken a definite turn from the upward swing which prevailed for months and months. While federal slaughter of cattle will no doubt reflect a general increase for 1954 somewhere in the neighborhood of 5 to 6 per cent over 1953, the trend toward leveling off came in September 1954 and has been fairly consistent since.

In fact, during October, which is normally a heavy slaughter month, federal kill was down some 9 per cent in cattle from a year ago. This tends rapidly to offset the increased slaughter during the first half of the year which ran consistently 10 per cent and more above the previous year.

Another item of interest, indicating stability, is the fresh condition of weekly production of beef. Frozen beef in cold storage at the close of October 1954, amounting to about 112 million pounds, was nearly 50 million pounds less than a year ago. This certainly creates no backlog, since the weekly production of beef has been consistently running close to the 200-million-pound mark—in other words, scarcely more than half of one week's production in storage.

Although grainfed cattle prices have demonstrated stability during 1954, the one class of cattle still creating a financial problem is cows. In closed wintering areas or in drouth stricken districts, very little encouragement, price-wise, can be found to maintain cow herds. In some cases, the price of wintering the cows may amount to more than their actual value on the current market. Thus, it would appear that relationships between fat cattle and cow prices are not yet entirely adjusted.

Through much of past history, it has not been uncommon for top quality fat cows to bring two-thirds the price of top quality fat cattle. Or, to make another comparison, that thin cows should bring at least half of the price of average selling fat cattle. During late 1954 we have seen thin cows sell as low as one-fourth the price of fat cattle, with top fat cows bringing no more than half the price of top quality fat cattle. This relationship does not appear to be the ideal comparison and the assumption is that the cow prices are entitled to make an adjustment upward.

Numbers of cattle to be fed for market this feeding season will be about the same or slightly larger than a year ago. Shipments into the nine Corn Belt states July through October were 16 per cent larger than a year ago. The bulk of this increase was concentrated in Iowa, Illinois and Nebraska.

AMERICAN CATTLE PRODUCER

Cash on the barrelhead



Crusty barrels of salt pork were standard cargo for the broad-beamed river boats that pushed westward during the last century. And, according to legend, terms for this staple commodity were the traditional "cash on the barrelhead."

To the vigorous, far-ranging pioneers, meat was money. To their sons and grandsons, now settled on fertile farms and ranches, meat is still money . . . important money . . . in terms of livestock payments.

In 1954, approximately 80 percent of every Armour sales dollar was paid out for livestock, dairy and poultry products and other raw materials and supplies. Of course, in

these modern times, we don't put actual "cash on the barrelhead"—but the spot cash principle remains the same. Payments are made by check—cashable or bankable on sight, anywhere in the world.

Today, as over the years, you can depend on Armour and Company to bid actively for your cattle, calves, hogs and sheep in the areas that supply Armour packing plants. You can always look to Armour to pay cash prices anywhere, any time of the year, for your livestock. "Cash on the barrelhead" is a continuing Armour and Company policy contributing to the maintenance of the world's finest animal agriculture.

ARMOUR AND COMPANY

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Most other Corn Belt states were down from last year.

Western states reported more numbers on feed than a year ago and particularly California, which reported something like a 40 per cent increase. This sharp increase in California feeding has already brought about an unusual shift in the pattern of marketing through the West.

Due to an excessive supply of beef on the West Coast, the normal pattern of movement from east to west has been reversed temporarily. Not only has some dressed beef from large West Coast centers been shipped eastward,

but some shipments of live cattle have already been reported to the Midwest markets, with some intermountain states such as Idaho, Utah and Montana marketing a moderate number at the Denver terminal.

This is a situation which will no doubt correct itself before the winter feeding season has passed, but it is one of the rare times when California packers will not be seen competing for fat cattle throughout the intermountain and western states.

According to latest reports, it is expected that the United States-Mexican

border will be opened Jan. 1, 1955, for exports of cattle to the United States. According to latest information, export quota restrictions will allow only about 40,000 head to be exported from the State of Coahuila and only about 80,000 head from the State of Chihuahua.

This does not appear to be of sufficient volume to cause any great concern over market prices, especially in view of the fact that considering costs involved, cattle purchased around \$8.50 per cwt. for export are likely to cost around \$16 to \$18 per cwt. delivered across the border. The estimated total of 120,000 head from the two predominating states scarcely represents one day's receipts at 12 major markets in the United States.—C. W.

FOR SAFER DRIVING

Wednesday, Dec. 15, has been designated as Safe-Driving Day or "S-D" Day by the President's Action Committee for Traffic Safety. Purpose of S-Day is to demonstrate that traffic accidents can be reduced materially from the 38,000 death and 1,350,000 injury toll in 1953. Traffic accidents last year were the greatest single killer of farm people. Governors, mayors and county officials will help in publicizing importance of the day and individuals are urged especially to "drive and walk as they would have everyone else drive and walk."

USDA BEEF PURCHASES

The USDA bought 1,512,000 pounds of canned beef on Nov. 15 for export by the Foreign Operations Administration f. o. b. prices from \$34.58 to \$35.39 cents a pound. The product will be made from steer, heifer and cow carcasses, utility, cutter and canner grades. Information about purchases by England under a set-aside of \$17.5 million as subsidy for the purchase is scant just now. Deadline for these purchases—Nov. 15—may have been extended. Up to Nov. 7, \$1,778,000 worth of cow beef had been contracted, and possibly \$3 million worth.

OGDEN GATEWAY OPINION

A federal court opinion in the Ogden Gateway case says that through routes and joint rates established by the Interstate Commerce Commission on certain commodities between the Union Pacific and the Rio Grande railroads are valid only on special classes of commodities which require "stoppage-in-transit" privileges incident to reshipment to points East of Denver, Pueblo and Trinidad, Colo. The ICC order, issued Jan. 12, 1953, made no distinction as to "stoppage-in-transit" privileges.

The Rio Grande had asked the court for joint rates and through routes on all commodities. The U.P. sought to set aside the entire ICC order. Commodities involved include eastbound livestock.

AMERICAN CATTLE PRODUCER



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FOR TOMORROW'S GROWTH

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FORCED FEED
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Exclusive Williamson designs for scientific feeding plants allow you to build a plant now that is perfectly suited for your present capacity. This same plant can then be enlarged at a future date to any required size without costly loss or replacement of your original equipment. Future growth is more readily assured by the low labor, operating and maintenance costs associated with a Williamson plant. For further information, phone or write John W. Williamson & Sons, Inc., 1545 South Greenwood Ave., Montebello, Calif. Telephone PARKview 8-2121.



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BOOKSHELF

One of the obstacles to ranching in New Mexico, that of livestock poisoning, is taken up in a new agricultural experiment station bulletin from the New Mexico A. & M. College. It is entitled "Principal Livestock-Poisoning Plants of New Mexico Ranges," and discusses methods of controlling such plants and resultant losses. Copies of the booklet, No. 390, may be procured from the Department of Information at the college, Box 757, State College, N. M.

* * * * *

A new guide for farmers and ranchers interested in fencing, "Fence Planning Saves . . .," is available from the U. S. Steel Corporation, Room 2831, William Penn Place, Pittsburgh 30, Pa. The publication includes helpful hints on charting a planned program, modern field arrangements and selecting material.

* * * * *

A new USDA publication, Farmers' Bulletin No. 2072, "Controlling Sagebrush on Range Lands," is based on experiments in sagebrush control at the Forest Service's experiment station, Ogden, Utah. It shows grazing capacity of an eastern Idaho range was increased 69 per cent by planned burning of big sagebrush. On a range in Nevada where sagebrush was plowed up and crested wheatgrass planted, grazing capacity was increased about 800 per cent. Grazing capacity of a California range was multiplied 25 times by spraying big sagebrush with 2,4-D. A single copy of the booklet may be obtained free from Office of Information, USDA, Washington 25, D. C.

* * * * *

"Meat Purchases and Preferences in Hawaii" offers a breakdown of the island's meat consumption by person, family, restaurant, etc. It is Agricultural Economics Bulletin 8 of the University of Hawaii in cooperation with the agricultural experiment stations of the western states and the Agricultural Marketing Service, USDA. The analysis includes preferences based on the fact that in recent years Hawaii has been producing about half the meats, including poultry and fish, consumed in the Islands.

* * * * *

"The Quality of Western Beef" is a one-year report on quality of beef slaughtered in 10 western states. As Station Bulletin 544, this was authored by C. W. Vrooman and Harold Abel and published by the Agricultural Experiment Station of Oregon State College at Corvallis. Among items brought out: Three out of five cattle slaughtered in the West graded prime, choice or good; the mountain states rated second only to New York-New Jersey

in the proportion of top quality beef slaughtered under federal inspection.

* * *

Published earlier this year by the animal and poultry research branch, Agricultural Research Service of USDA, is Circular No. 945, "Relationships Between Preslaughter and Post-slaughter Evaluations of Beef Cattle." Data reported in the study were collected at the range livestock experiment station in Miles City, Mont., in the period from 1942 to 1951, inclu-

sive. Cattle used were all unregistered Herefords. Material was taken from records of performance on steer progeny of bulls from inbred Hereford lines maintained by the station; records were kept on steers from birth and included postslaughter evaluations of the carcasses. (Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.; price 15 cents.)

* * *

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Held in Connection with the National Western Stock Show

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150 Bulls
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FREE CATALOG

BREEDERS SUPPLY CO. COUNCIL BLUFFS
IOWA

appeared in the year 1792 for the year 1793, has just come out in the 163rd annual continuous edition. As for years past, the world "Old" now appears in the title (The Old Farmer's Almanac), "to distinguish it from imitations." The year-in, year-out yellow cover dates back to 1853, and the son of the engraver of that cover, by name of Nichols, was at last reported still living in Buffalo, N. Y. Greatest reader interest in the fascinating little 25-cent volume continues to be in the comments and weather forecasts, calculated "on a new and improved plan for the Year of our Lord 1955." The publisher is Robb Sagendorph, of Yankee, Inc., Dublin, N. H.

* * *

A handy pocket-size booklet explaining life insurance from the farm family's point of view has been prepared by the Institute of Life Insurance (488 Madison Ave., New York 22, N. Y.) cooperating with a committee of home specialists from the federal and state extension services; it is called "Your Life Insurance—Do You Know How It Works?" In non-technical language, it answers many insurance questions.

* * *

Low-cost plans for making farm equipment, offering to interested persons ideas and methods for saving time and labor, come from the collaborative efforts of the James F. Lincoln Arc Welding Foundation and the University of Illinois Vocational Agriculture Service. The plans, presented on single sheets 8 1/2" x 11", include the following projects: baled hay conveyor; bag cart; two-wheel utility trailer; stock trailer; portable trailer chute; implement carrier; all-purpose cart; springtooth; sheep holder; Ford tractor jack. Single sheets up to nine are 10 cents each; 10 to 19, 5 cents, etc. Orders to the Lincoln firm may go to Cleveland 17, Ohio.

* * *

"Soil is what plants grow in." With that brief, lucid definition a reader can start a book titled simply "Soil," written by G. V. Jacks and published by the Philosophical Library, Inc., 15 E. 40th St., New York 16, N. Y. It has the advantage throughout of similarly clear language, numerous well chosen and well placed illustrations and an authoritative approach that does not need gobbledegook to make it interesting. \$5 the single copy.

* * *

Among new bulletins available for distribution is "Citrus Products for Beef Cattle," which contains timely information about an important topic for beef cattle producers. Includes composition of different citrus products, calcium and phosphorous contents of citrus feeds and a discussion of different citrus feeds.

* * *

"Western Stock Ranching" by Mont H. Saunderson is a book of some 250 pages covering both production management and business management. It

has chapters on costs, markets, financial planning, range and livestock management and other subjects. It has the forms and instructions for a complete ranch bookkeeping system. The book is written for the practical user, and its materials and illustrations are taken from all over the West. Orders may be sent directly to: University of Minnesota Press, Minneapolis 14, Minn. The price is \$5 per copy.

* * *

The September "Analysis" of Armour's Livestock Bureau, Chicago discusses geographical Preferences for Beef," and indicates wide differences in the grades and weights most popular in various markets. Basis for reasons that beef demands vary sectionally is hard to pinpoint, but "the fact must be that people want the kind of beef they are accustomed to and retail dealers are also guided by custom to a large extent." Beef preferences, according to the report, can be changed; have been changed, and are changing. This is more true with respect to grades than weights, and the recent grade changes have been upward. . . . When one retailer in a neighborhood starts handling better beef others are likely to follow. However, it is noted that consumer preferences are in general deep-rooted.

ASSN. NOTES

A regional convention of the Nebraska Stock Growers Association at Ogalala attracted 450 members. The sessions, under chairmanship of President

(Continued on Page 28)



The sale of 100 specially lettered signs is a high-point of the many beef promotion activities of the Nebraska Stock Growers Association. Heading the cooperative effort of stockmen and CowBelles are Mrs. William Leonard, Keystone, left; Chester Paxton, Thedford; and Mrs. Willis Furman, Jr., Marsland, right. Mr. Paxton is chairman of the association's beef promotion committee and of the Nebraska Beef Council. Mrs. Leonard and Mrs. Furman are co-chairmen of the CowBelles' beef promotion committee.

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Guarding the herd—against the disease "raiders" is practical profit protection. Lederle Bacterins and Vaccines prevent these diseases and help you avoid the losses caused by animal deaths, stunting and poor finish.

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A line-up of Colorado cattlemen at the regional meeting of the Colorado Cattlemen's Association at Steamboat Springs in November. L. to r.: Don Lufkin, president of the host Routt County Association, Steamboat Springs; Dave Rice, Denver, and Francis Murphy, Walden, secretary and president, respectively, of the Colorado association; Howard S. Elliott, secretary of Routt County group, and Lawrence Phelps, president of the Gunnison County Stock Growers Association. Research in cattle diseases, beef promotion, loans and truck taxes were highlight subjects.

Bern R. Coulter of Bridgeport and Vice-President Don B. Reynolds of North Platte, featured speakers L. M. Pexton of the Denver Union Stock Yard Company; Lyle Liggett, information director for the American National Cattlemen's Association; Robert J. Norrish, Armour's Livestock Bureau, among others.

On the Mexican cattle import question, the Nebraskans strongly called for rigid health and sanitary inspections of imported livestock and meat, quotas; import duties and license fees that will insure a fair competitive market for high grade U. S. cattle; controls by a U.S.-Mexico joint group to assure immediate embargo in event of any foot-and-mouth flare-up.

The cattlemen also protested the inclusion of self-employed ranchers under social security on a mandatory rather than a voluntary basis.

* * *

District winners for the 1954 OREGON Cattlemen of the Year contest are Lloyd H. Hill, Dick Hibberd, Ralph Breese; Chester Chase & Son, and Gerry Klose. From these contestants a state winner will be selected for award of the Herman Oliver trophy at a banquet in Prineville, Dec. 28.

Jack R. Houser has been named secretary of the OKLAHOMA Cattlemen's Association, to replace W. E. Van Vacter, resigned. For the past eight years the new secretary has been district supervisor of the veteran's agriculture training program, and has worked closely with various segments of the livestock industry of the state. He also runs cattle in Haskell County.

* * *

A resolution adopted by the Kern Branch of the California Cattlemen's Association some weeks ago voiced disagreement with expensive programs involving commercial advertising companies in the promotion of meat, preferring instead the work of volunteer organizations. Stating that the Kern Branch considers the most effective means of promotion to be through recipe distribution to consumers by retailers, the organization urged the state organization to advise the California Beef Industry Council that it "confine its efforts toward coordinating and promoting an expanded recipe program with a minimum of administrative expense."

* * *

To be considered in the fourth quarterly regional convention of the New

Mexico Cattle Growers Association at Las Cruces, Dec. 10-11, are state legislation, taxes and public land problems. Speakers will include the governor-elect, John F. Simms, Jr., Frank Boice, Sonoita, Ariz., chairman of the National Live Stock Tax Committee; Charles E. Blaine, Phoenix, Ariz., traffic manager for the American National Cattlemen's Association.

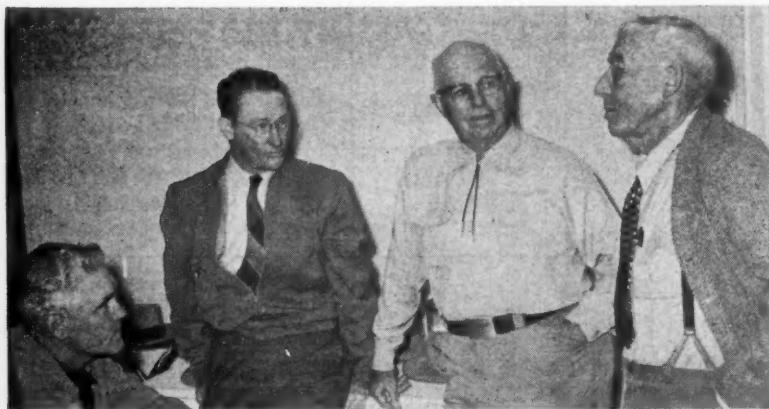
* * *

Re-elected president of the Nebraska Livestock Feeders Association is M. J. Hankins of Stanton; other re-elections are Ray Baxter and Robert Mettenbrink, both of Grand Island, vice-presidents. A. F. Magdanz of Pierce became secretary-treasurer.

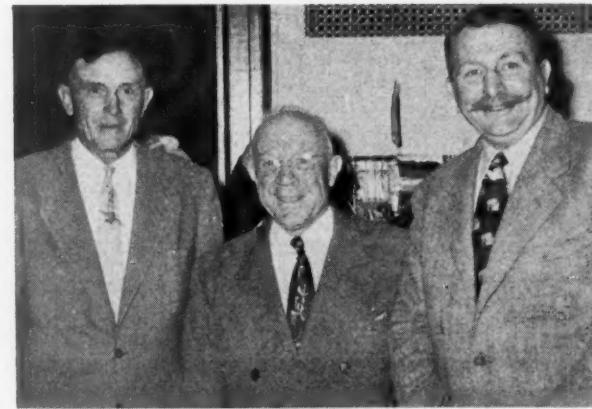
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Two hundred COLORADO cattlemen met at the Northwestern regional meeting of the Colorado Cattlemen's Association in Steamboat Springs, where main subjects discussed were beef promotion, livestock diseases, loans, and a bull testing program.

President Francis P. Murphy presided, introducing during the session: Leavitt Booth, former CCA president and now Colorado director of Farm Home Administration, who explained government loans; Dr. Floyd Cross and Dr. A. W. Deem, of the Colorado A. & M. College, who discussed disease research; Dr. H. J. Hill who explained the college's bull testing facilities (see Research notes this issue); Ben Bezoff, Colorado Motor Carrier's Assn., who proposed a plan to correct the "unfair" features of the state's new truck tax law; Robert Burghart, who rallied new members and support for the association, and a panel on beef promotion moderated by Dick Goff, Denver Record Stockman staff member and including Mrs. Leavitt Booth, president of Colorado Cow-Belles, Mrs. Robert Burghart, vice-president, and Dave Appleton, Producer Editor. Emmett Dignan, vice-president of the U. S. National Bank of Denver, was principal speaker at an evening banquet.



The group at the left was photographed at a meeting of the Madera County Branch, CCA, in Madera, Calif. L. to r.: Walter Emerick, county farm adviser; Kenneth Wagnon, manager of the San Joaquin Range Experiment Station, and secretary of the Madera Cattlemen's Association; Clay Daulton, Madera, a California Cattlemen's Association director;



and John O'Neal, O'Neals, president of the Madera organization.

At right at the Calaveras-Tuolumne meeting in California are (l. to r.) Tome Airola, Angels Camp; C. J. Tiscornia, and Wm. Offenheim, Angels Camp, president of the association.

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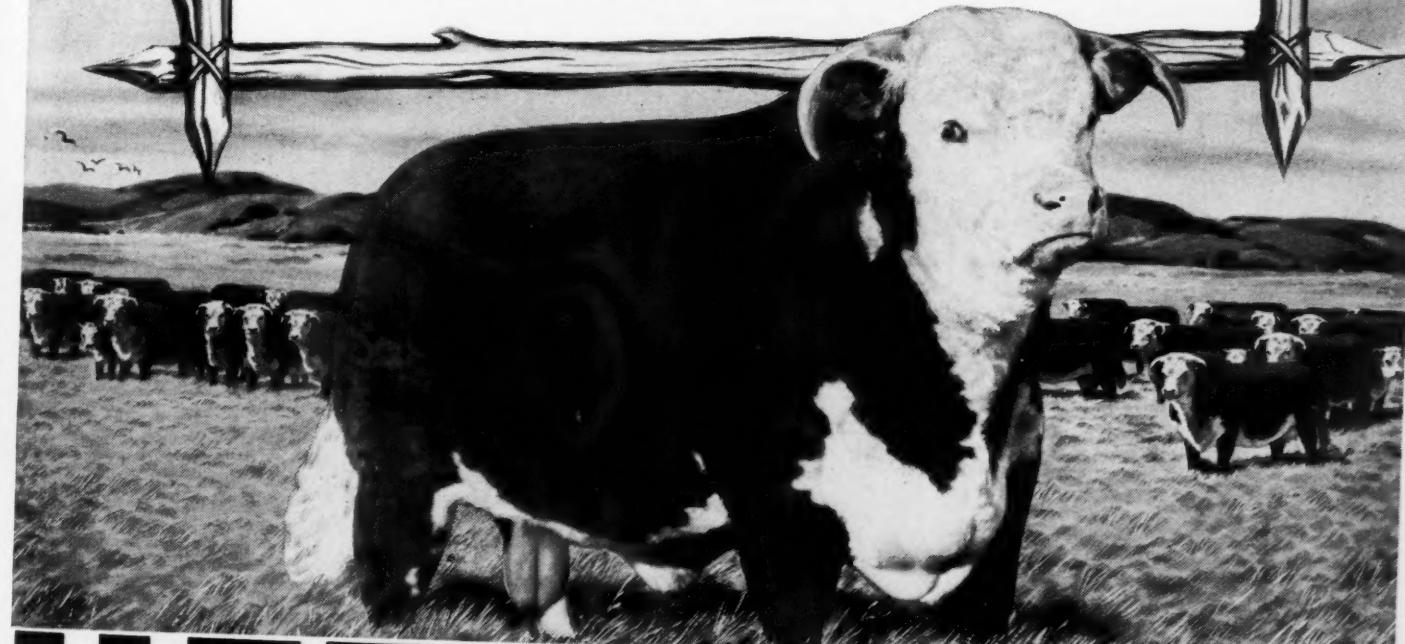


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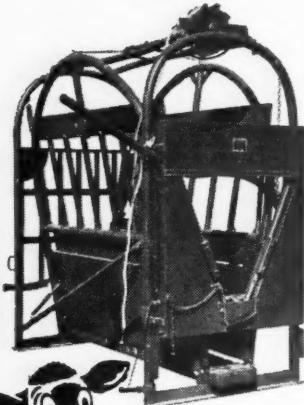


HEREFORDS

December, 1954

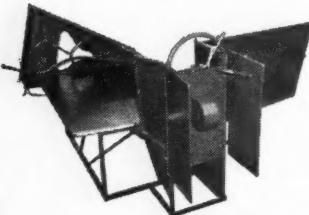
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New narrow squeeze bar exposes more of calf's side than ever before. One-pull squeeze and tilt feature. Faster, easier operation throughout. New swinging rear gate saves effort. More compact overall. For years the best, the new TECO Calf Chute is now better than ever!



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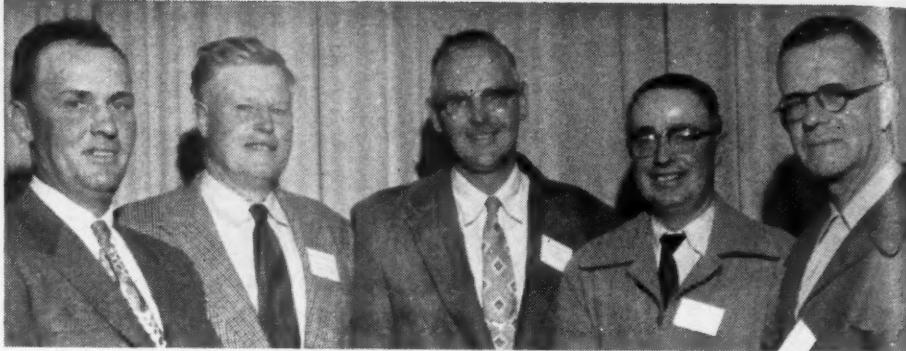
Please send me complete information on the following TECO ranch and feed lot equipment.

Cattle Squeeze Calf Chute

Name _____

Address _____

City _____ State _____



Officers of the Nevada Cattle Association posed for this picture taken at Winnemucca. L. to r.: Roy Young, Elko, first vice-president; Fred Fulstone, Smith Valley, vice-president; Roy Bankofier, Fernley, president; Tom Kane, Elko, and Blake Darling, Carson City, vice-presidents. Henry Berrum, Gardenville, is a vice-president not in the picture. Top discussion subjects were beef promotion, weather making and the growing western feeding industry.

Bankofier New Nevada President

NEW OFFICERS OF THE NEVADA State Cattle Association, elected at its 20th annual meeting in Winnemucca last month, are: Roy Bankofier, Fernley, president; Roy Young, Elko, first vice-president; Tom Kane, North Fork, Henry Berrum, Gardenville, Blake Darling, Carson City and Fred Fulstone, Smith, all second vice-presidents. Samuel C. McMullen of Elko is the secretary.

George N. Tucker, secretary-manager of the California Cattle Feeders Association at Los Angeles, told the stockmen that the expanded feeding operations of his state have given Nevada and other western states a greater market for their cattle. He pointed out that California has imported more than a million stocker and feeder cattle in the past year.

Lyle Liggett, director of information, American National Cattlemen, Denver, discussed the continuing beef promotion program of the association, slanted toward the consuming East and operating as a supplement to the many and varied promotion programs of the state and local organizations.

The resolution of the Nevada association commended the state governor and USDA Secretary Benson for making available temporary assistance in the drouth areas; supported past efforts and urged continuance of the fight against numerous diseases of cattle; protested to the Western Trunk Line Railroads the proposed reduction of fresh meat rates unless westbound rates on livestock were likewise reduced.

In other measures adopted, the Nevadans urged that if road users' taxes must be increased, adjustments should be made proportionately to all existing tax rates, except that consideration be given to preventing extension of present inequities involving livestock trucks of extremely heavy tare weights. The motor vehicle departments of Nevada and California were urged to work out an agreement on reciprocal arrangements between the two states on commercial vehicle taxes and fees.

Also recommended was that cattle shipped into Nevada for breeding purposes be certified brucellosis-free or accompanied by a calfhood vaccination certificate. It was requested that the USDA consider granting freight refunds in shipping drouth area livestock to feed and return. Further: The Stockmen's Grazing Committee was



Snapped at the meeting of the Santa Barbara Branch of the California Cattlemen's Association were (l. to r.) Glen Cornelius, Solvang, CCA director; A. C. Pedottie, branch president; Frank Giorgi, secretary, and Bill Luton of Los Alamos.

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With SHORTHORNS . . .

BEEF is the ultimate aim



Grand Champion Carload Shorthorn steers 1953 International. Bred by Carnahan Bros., Elbert, Colo., and fed by Fred Weber & Son, Geneseo, Ill. They were purchased as calves at the National Western Stock Show.

From the Western ranches to the Corn Belt feedlots, then on to Chicago is the pattern of the beef business. When Shorthorns are used the rancher sells a heavier calf at premium prices. The feeder makes more money because he will get more pounds of beef per bushel of corn with Shorthorns. It's a proven fact!

A good set of females from the top herds of the land. The bulls in service are the kind that will make more friends for Shorthorn cattle in the West. Good heavy calves that are in strong demand will be your reward too . . . and the man who buys Shorthorn calves like these will be back for more!



Grand Champion carload of Shorthorn calves 1954 Chicago Feeder Show. Sold for 35 cents per lb. to Willard Nelson, Geneseo, Ill.

See the SHORTHORN SHOW at Denver—study the kind we breed today. Shorthorns have made more improvement toward the ideal type of ranch cattle than any others. Buy them at Denver!

SHORTHORN AND POLLED SHORTHORN BREEDING CATTLE SALE at Denver on Wednesday, January 19th—top bulls and females—also check on the Pens of bulls in the Yards.

American Shorthorn Breeders' Association

Dept. ACP

7 Dexter Park Avenue, Chicago 9, Illinois



GROUP AT NEVADA MEETING

On a serious subject at the Nevada association meeting in November. (L. to r.): Eyer Boies, Contact; Lyle McCartney, University of Nevada, Reno; John Marble, Deeth, and Roger Smith, Ruby Mountain.

urged to continue its efforts to accomplish the program concerning tenure for users on federal lands; it was asked that all qualified BLM permittees be entitled to vote on cattle and sheep representatives to advisory boards.

Highlighting the resolutions was a recommendation that beef promotion activities be continued and expanded and that funds for support of the plan be aggressively solicited.

The cattlemen called for more severe penalties on cattle thefts, and recommended that truck or rail movements of cattle be accompanied by certificate of ownership or bill of sale signed by owner at point of origin and an authorized law officer; called for adjustment in brand laws so border stockmen could continue operating without difficulty where no change of ownership is involved; opposed compulsory social security imposed on self-employed ranchers.

Starkey Heads Up Florida Group

J. STARKEY OF LARGO HAS been elected president of the Florida Cattlemen's Association, which held its convention Nov. 16-18 at Orlando. He succeeds Ben Hill Griffin, Jr., of Frostproof. Others who went into office with Mr. Starkey are J. O. Pearce, Jr., Okeechobee, first vice-president; George Kempfer, Deer Park, and Alto Adams, Jr., Fort Pierce, second vice-president. June Gunn is secretary and Elmo Griffin is treasurer. Mr. Starkey, formerly second vice-presi-

dent of the association, is serving also as chairman of the Florida Livestock Board.

President Jay Taylor of the American National, a featured speaker, advised the cattlemen to follow the lead taken by their state's citrus industry and plug the healthful properties of beef in the menu.

Among the resolutions adopted were these: a measure approving present federal grading; one urging purchase of savings bonds and urging that some of the organization's surplus funds be invested therein.

Maurice Hollins, chairman of the beef promotion committee, reported on activities of that group, which used up somewhat under the \$6,000, originally appropriated from reserve funds for the campaign.

The FCA's 1955 budget calls for rebuilding of the reserve funds, depleted in the "Eat More Beef" campaign, the additional money to be available for similar use in the coming year if necessary. Other appropriations voted included the American National dues and contribution to the National building fund; money for 4-H and FFA work, and for theft awards.

In a meeting of the directors the day before the convention opened it was voted to help secure ICC permission for trucking of fresh meat from Florida to the East; discussion was held on possibilities of making a cattle industry movie; an effort to secure 10 cents per head from auction markets to finance the beef campaign was dropped because other markets had failed to follow the example offered by the Okeechobee Livestock Market.

Additions To Bldg. Fund

Each month the PRODUCER lists names of a portion of the month's contributors, as space allows, to the American National's Building Fund. Below is another group of these association-minded persons whose names will appear on the permanent donors' plaque.

ARIZONA

Chas. E. Blaine (In memory of Calvin Lewis Blaine, Jr.)	R. M. Grantham Long Meadow Ranch Richard Reeve, Bellota Ranch E. Thomas, Jr. Central Arizona Cattle Feeders Assn.
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CALIFORNIA

Brunson-Eubank Live Stock Co. W. A. Cashbaugh Grace Ellinwood (In memory of Veranus Ellinwood)	Paul J. Hudner Joel McCrea Malcolm W. Moss James Parter J. R. Rathgeb
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COLORADO

Appelt Ranch H. S. Asbury C. W. Blake Bohlender Bros. Careyland Ranches F. G. Carlstrom Bert J. Colter Colville Bros. Fay F. DeBerard Otto Fulscher (In memory of T. E. Mitchell, Albert, N. M.) Leslie Getz Goemmer Bros.	Floyd Kreider F. B. Lamberson George McClave (In memory of B. T. McClave) Felix Mundell Robt. W. Orchard, Jr. J. A. Oswald William Reagan Wm. L. Scott C. B. Taylor Gordon Tileston George B. Tompkins William Walker & Son
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IDAHO

A. Rowley Babcock

IOWA

Herbert C. Hinkhouse Anders V. Mather, Sr.

KANSAS

Bergsma & Son Briggs Bros.	Charles F. Durham Roy E. Stewart
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J. W. Carpenter

MISSISSIPPI

H. E. Graves, Jr.

MISSOURI

Interstate Nat'l Bank J. M. Wright

NEBRASKA

John W. Drayton Fred McClymont Con Parsons C. L. Peterson & Son	Anna Pinkerton and son, Clarence Pinkerton
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NEVADA

Robert W. Black Lewis Sharp

NEW MEXICO

American Bank of Carlsbad	Harry Leonard
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OKLAHOMA

A. P. Atkins F. G. Drummond

OREGON

Henry Lazinka	W. R. Maxwell
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SOUTH DAKOTA

Harry Blair & Son

TEXAS

Sam C. Arnett Thomas L. Blanton, Jr. R. A. Brown H. J. Doswell	Harry Hudgins E. B. Johnson Hall Medford (In memory of Chas. E. Collins)
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WASHINGTON

Eber Bly

WYOMING

Fred Dilts, Jr. Donahue & Rutledge Jackson Hole Cattle & Horse Assn.	Oda Mason Nimmo Live Stock Co. Leonard Sanford
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AMERICAN CATTLE PRODUCER

MONEY-MAKING BEAR CLAWS—MAKE 'EM YOUR FIRST CHOICE AND YOU'LL COME BACK FOR MORE

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R. E. LEONE, Manager
DAYTON, WYOMING

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1896-1954

it's CONVENTION time again

marking the end of another year in which the beef cattle industry stood as a leader in attempting to preserve the American Way of Life by demonstrating the advantages of the Free Enterprise system and the benefits of individual initiative.

A strong and free industry
—may it ever remain so.

Tequesquite Ranch, Albert, N. M.

T. E. MITCHELL & SON



LADIES' CHOICE



Through A RANCH HOUSE WINDOW

By Dorothy McDonald

I had such a sweet letter from "a sister CowBelle," Chrissie (Mrs. Fred J.) Walters of Vale, Ore., that I've been saving to share with you at Christmas time. Written in response to a request I made some time ago—"How shall we spell CowBelles?"—it was so filled with warmth and down-to-earth good sense that I wish I could quote every line. Unfortunately, because of the length of the Convention Edition of Chimes (I hope you like it) and two nice Neighbors to meet, there just isn't room. But here, at least, is her last paragraph:

"By all means let us be Belles—and let's spell it with a capital B! Let us have as our emblem a silver bell. And the larkspur (blue) and the buttercup (yellow) for our range flowers and our colors. They're hardy under all conditions and lovely always. Ladies' Choice is a perfect name for the department; I like to think we'd all choose this way of life instead of any other. And Through A Ranch House Window—yours or mine or anyone's—more loveliness may be seen than any place on God's footstool by any 'Belle who hath eyes to see. May the Giver-of-All, bless each and every one of us with his choicest blessings—health and peace of mind."

* * *

And that I think, is a nice a Christmas wish as I could make for you. It has been a pleasure this year to work with Mrs. Guthrie and Mrs. Carlisle, as well as the other National officers

and state presidents and secretaries who helped so much in compiling the material for our first Yearbook. In fact, it has been a happy experience just to work with the CowBelles:

And so, a Merry Christmas! And in the words of Tiny Tim, "God bless us, every one."

AT HOME ON THE RANGE

With Christmas just around the corner, it is my guess that in most ranch kitchens across the land just now there is the good old-fashioned spicy smell of fruit cake, ginger cookies and home-made mincemeat simmering. How right our mothers were, those of us who lived in really cold climates, when they included the mince pies among the early December cooking chores that could be got out of the way well before the holidays! Like the fruit cakes ripening in a brandy-soaked bit of cloth and the ginger cookies that, tightly boxed, would stay crisp for weeks and weeks, mother's mince pies were all the better for the weeks they spent frozen out on the summer-kitchen shelves.

Nowadays we can do them well in advance and put them down in the deep-freeze, but the principle is the same. I usually make up enough mincemeat to do us for the winter, and instead of canning it I make the pies complete, all but pricking the top crust (which should be done just before baking) and then wrap in foil and put them into the freezer. I've only had a freezer these past two years, but I love it. Wonder how I ever got along before I had it. . . . Don't you?

The pies can be baked frozen in a very hot oven (takes longer) but I usually let them sit in the kitchen for three or four hours to thaw partially and then bake at 450 degrees until the crust is a good golden brown.

Here is marvelous-sounding recipe for mincemeat that just came to me from the South Dakota CowBelles. It's a little different from my own, but sounds so much better that I'm going to use it this year. It doesn't say how many pies this recipe will make, but just to be on the safe side I'm going to double it. Even 'way up into the

spring, on cold or rainy nights, my family will relish a hot fresh mincemeat pie!

And on this rainy December afternoon it will be fun to stay snug in my warm spice-scented kitchen and make up a big batch of them while I have the ingredients out.

MINCEMEAT

From the South Dakota CowBelles	2 cups	chopped	6 cups	chopped
	cooked beef	(this can be	apples	
	'most any econ-	any cut you	2 cups	meat stock
	omy cut you	have on hand—	2 cups	cider or
		brisket, tongue,	pickle vinegar	from apple or
		flank, or what-		peach pickles
		ever. Should be	2 lemons, juice	and grated rind
		cooked and free	4 tsp. salt	
		from fat.—ED.)	4 tsp. cinnamon	
	3 cups	raisins	2 tsp. nutmeg	
	3 cups	currants	1 tsp. cloves	
	2 cups	granu-	1 cup citron,	
		lated sugar	chopped	

Mix in the order given; use enough meat stock to make it quite moist. Simmer slowly until tender. If you do not want to make the pies at once (mincemeat should be cooled before you do) then can it hot in pint or quart jars. For an added touch, add 2 or 3 tbsp. port wine just before putting on top crust.

And so . . . good baking and a Merry Christmas to you all.

—DOROTHY McD.

Meet Your Neighbor

THERE ARE SO MANY NEIGHBORS
I should like you to meet that sometimes I fear I shall never get caught up. There are two—Veda (Mrs. Harve) Williams, president of the Utah CowBelles and Nellie (Mrs. Roy) Houck, president of the South Dakota group—that I had especially planned to introduce in 1954. And here, suddenly, it is the last month of the year . . . so this time our "Neighbors" will be plural.

They're both such fine representatives of our organization and our industry that I hope meeting both of them (and their families) will make this column twice as interesting as usual.

VEDA (MRS. HARVE) WILLIAMS

The first president of the Utah CowBelles, Mrs. L. C. Montgomery, was a dainty and refined woman with a love for literature, music and the arts. She with other charter members, had the vision of our cattle women in a great National organization and worked toward that end, and she saw the dream come true before her death. Mrs. J. Errol Hicken became acting president and in 1952 was elected president. She

1954 CHRISTMAS GREETINGS 1954

BUY AND USE CHRISTMAS SEALS

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TUBERCULOSIS

The Producer This Month Pays Tribute to the Nation's CowBelles, Various Groups of Which Are Pictured On This and Following Pages.



Braunda Lazelle of Palouse, Whitman County, Wash., who placed first in the 7th and 8th grade division of the state poster contest in connection with the Washington state convention.

Officers of the South Dakota CowBelles. (L. to r.) Mrs. Earl Adrian, White River; Mrs. L. R. Houck, Gettysburg; Mrs. Louis Beckwith, Kadota.



A CowBelle group at the regional meeting of the Colorado Cattlemen's Association at Steamboat Springs in November. L. to r.: Colorado CowBelle vice-president, Mrs. Robert Burghart; treasurer, Mrs. Jack Wadlow; president, Mrs. Leavitt Booth, Routt County CowBelle treasurer, Mrs. Don Lubkin, and Mrs. Dave Rice, wife of CCA's secretary.



Louisiana CowBelles at a business meeting during their 1954 convention.



Harney County CowBelles are congratulated on their beef promotion booth at the Harney County fair in September. New beef products were exhibited, "beef delight" (sliced cured beef) was served and beef recipes distributed. L. to r.: J. C. Cecil, Burns, president of the Oregon Cattlemen's Association, congratulates Mrs. Dick Hotchkiss, county CowBelle president; Miss Ilda May Hayes, Burns, president of the state CowBelles; Mrs. Del Wilsel, secretary-treasurer, and Mrs. Alberta Otley, vice-president, respectively, of the county CowBelles.



North Dakota CowBelles president Mrs. Earl Morrel with her 35th anniversary cake. Mrs. A. W. Gustafson, composer of "CowBelles Chimes," is at her left.



Mrs. Williams

merited this position, as she and her husband have been untiring in their devotion to our industry.

Veda Williams, also a charter member, has been closely associated with these two women and we know she will carry on their fine tradition. Her mother, now deceased, was Emma Theodora Bayless, a school teacher. Her father, John Albert Scorup, at 83, is still active as president of the Moab Bank, vice-president of the Salina Bank and president of the Scorup-Somerville Cattle Co.

Veda was born in Bluff, San Juan County, near where Colorado, New Mexico, Arizona and Utah meet. In her childhood it was a beautiful, secluded place known for livestock pro-

duction and ideal climate that yielded all kinds of fruits and vegetables. Its seclusion did not last long. An oil boom made it one of the richest towns for its size in the country, even though it was 300 miles from the railroad.

In December 1928 Veda Bayless Scorup was married to William Le Roy Nelson. They had two children: Carol Veda, now deceased, and Merrill William. Mr. Nelson was accidentally killed in 1934, and for the next several years his young widow worked as a social service case worker in Sevier County and in Provo.

Her little son, Merrill William, always spent his summers in San Juan with his grandfather. When he was two, a certain cowboy gave him a gentle white horse called "Old Judge," the choice kid pony at Indian Creek—and so, of course, he and that cowboy became good friends. Years passed, and in 1938 this certain cowboy, Harve Williams, met Merrill's mother at a cowboy beefsteak fry at the headquarters of the Scorup-Somerville Cattle Co. at

Indian Creek. It was not, however, until June 1946 that Harve and Veda were married.

"He was recovering from a bout of blood poisoning brought on by being kicked on the hand by a mule or he probably wouldn't have left off grass-hunting on the rimrock long enough to get married even then," Mrs. Williams teases.

The family shares a love of good Hereford cattle. Veda Manages a small herd of her own at Salina. Harve has lived his life in the saddle and is still on the range. He is vice-president of the Scorup-Somerville Cattle Co., working out of Blanding and managing the southern end of the venture. Young Merrill William is in the Air Force but plans when he has finished his service and education to return to raising Herefords.

Veda Williams is a graduate of Brigham Young University, doing graduate work there and at the University of Utah and teaching in Grantsville and Payson High Schools. She filled a mis-

sion to east and has teaching assignments for two years. Board and in the State Society. The Provo Women, after I of Pioneers.

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December



These two Nevadans are planning National CowBelle activities for the forthcoming American National convention in Reno, Jan. 10-12. The picture, taken at the recent meeting of the Nevada Cattle Association in Winnemucca, shows, l. to r., Mrs. Roy Bunker, Fernley, and Mrs. Fred Dressler, Gardnerville.



Snapped at one of their sessions are these Wyoming CowBelles: (l. to r.) Mrs. Frank Wadsworth, Lonetree; Mrs. Clifton Anderson, McKinnon; Mrs. Fred D. Boice, Sr., Cheyenne; Mrs. G. D. Humphrey, Laramie; and Mrs. A. G. Yonkee, Parkman.



Co-hosts to the National CowBelles convention in Reno next month will be ladies of Nevada and California, some of whom are shown at recent gatherings.

At the Nevada convention (l. to r.): Mrs. Fred Strohner, Yerington; Mrs. Walter Gilmer, Wells; Mrs. Oren Boies, Contact, and Mrs. Jay Strode, Contact.



Californians Mrs. Stanley Van Vleck of Sloughhouse, president of the Amador-El Dorado-Sacramento CowBelles; Mrs. Jake Schneider, also of Sloughhouse, head of the State CowBelles, and Mrs. Dolores Brown, CowBelle branch secretary.

AMERICAN CATTLE PRODUCER

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sion to eastern Canada for her church, and has held religious positions in teaching and executive capacities. She was president of all auxiliary organizations of the church (womens) and for two years on the Primary Stake Board and nine years on the board and in the Stake presidency of the Relief Society. She is a charter member of the Provo Business and Professional Women, and served as Captain of Chapter I of the Daughters of the Utah Pioneers.

We're proud of our new president, Veda Williams, who has been active and in the Utah CowBelles since the beginning, and feel sure that under her leadership our organization will contribute something worthwhile to the cattlemen's program. — Mrs. George Magnuson, Vice-President.

NELLIE (MRS. ROY) HOUCK

In the early years of LeBeau, S. D., a little four-year-old girl with brown pigtails rode a fat little buckskin pony up to meet the train. LeBeau was also

young but thriving from the Indian and ranch trade from across the Missouri River to the west, and the homesteaders filing claims. This little girl could be seen 'most every day riding out on the range with her dad, Frank Boehmer, a well known pioneer rancher in that territory. The yellow pony and the

little dark-haired girl, now Nellie Houck, were a familiar sight to the settlers around this now ghost town. Later her winters were spent away from the ranch acquiring an education.

It was at a rodeo and dance near Forest City, S. D., that Nellie Boehmer met Roy Houck, also a son of a pioneer rancher near Gettysburg, S. D. They were married in 1928. Both had ranching backgrounds and were interested in Herefords. Soon they moved out on a ranch and together, and with the help of their children, they built up the Triple U Hereford Ranch where they raise registered Hereford cattle and Palomino quarterhorses.

The Houcks always say that they were married right ahead of the depression and drouth in South Dakota. The commercial cattle that had been acquired had to be sold, and, to save the few registered cattle, the Houcks made arrangements to winter some of the neighbor's cattle and trailed them to Nebraska. They built a trailer house. Nellie, with her three children, age seven, four and two, went along and cooked for the men. They encountered two blizzards on the way and were on the road a month. She says they were poor as far as money was concerned

but had many experiences on that trip and during the winter in Nebraska made many lasting friendships.

The Triple U Ranch is a family partnership of Mr. and Mrs. Houck and the four children, two boys and two girls. The older son, Tom, is married and on one of the ranches. He manages most of the operation when his brother Jerry is in college and his father is away. Roy Houck is giving much of his time to state affairs, having served three terms as state senator and in November was elected lieutenant governor. Nellie also is interested in state and national affairs. The older daughter, Barbara, finished at the University of Colorado in August and started training as airline stewardess on United Airlines last month. The younger daughter, Kaye, is 10, a real western girl who breaks her own saddle ponies and loves to help dad and brothers with the cattle.

The Houcks are interested in youth and one of their projects is the giving of a registered heifer to an F.F.A. boy each year. Their home is always open to the children.

Nellie Houck is active in community affairs, has been a long time member of the Gettysburg Women's Federated Literary Club and has been

treasurer of the school board for many years. She keeps books for the partnership and the records of the Herefords besides making a home and caring for her family.

The organization of the South Dakota CowBelles of which she is a charter member and of which she is now president, added a new interest in her life.

Nellie Houck has also been a member of the American National CowBelles since its organization. Because her husband is a member of the executive board of the National and its special research committee and others, they always attend the National conventions together and usually have their family with them. The second son, Jerry, is president of the Junior American National. A few years ago, the older son, Tom, was vice-president of this organization.

Nellie Houck, although leading a busy life, has always time to be kind, sympathetic and understanding of others, and is ever a real friend in need. Her life is in the best tradition of the wife and mother of a ranching family.

We're proud to introduce Nellie Houck and her fine family.—Mrs. Earl Adrian, Secretary.



Mrs. Houck



Presenting the Okanogan County song at the Washington state convention were these ladies: (L. to r.) Jeanne O'Hara, Roberta Franch and Mrs. Bill Fancher, with Mrs. Jack Fancher serving as accompanist at the piano.

CALIF. CB's

California CowBelles who gathered recently included (l. to r.) Mrs. Robert Reddick of Merced, outgoing secretary; Mrs. J. M. Kissack, Merced, incoming secretary; Mrs. T. M. Olsen, Jr., Snelling, vice-president; Mrs. C. H. LaVell, Merced, president, and Mrs. Carter Arnet, Merced, retiring president — all of the Merced-Mariposa CowBelles.



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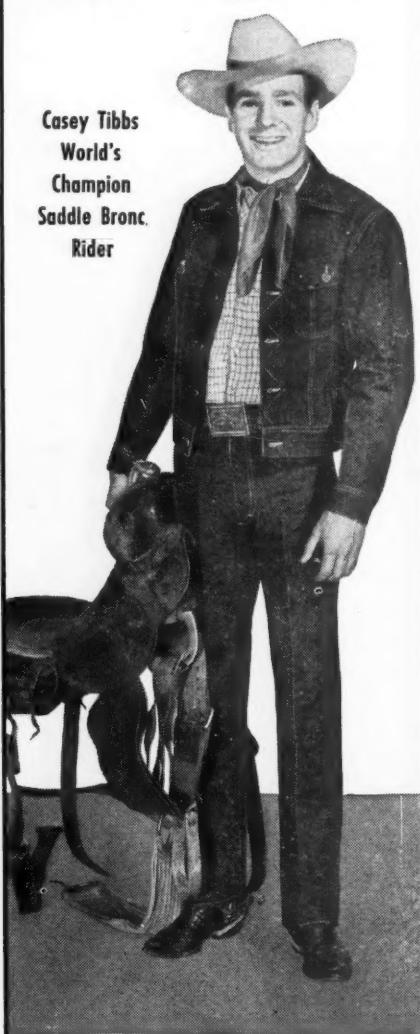
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In many areas hunting is an unpopular sport because the only places left open are rancher's gates.

—Howard Haynes

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ROUNDUP, MONTANA

American National Cowbelle Chimes

NATIONAL EDITION

Vol 2, No. 12

DECEMBER, 1954

President — Mrs. John Guthrie, Porterville, Calif.

Secretary-Treasurer — Mrs. Clyde Carlisle, Porterville, Calif.

Vice Presidents — Mrs. Joe Watt, Moorcroft, Wyo.; Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. John Hanson, Bowman, N. D.

Editor — Mrs. Dorothy McDonald, 7905 Pala Street, San Diego 14, Calif.

PRESIDENT'S MESSAGE

As this is my last message to you as president of the National CowBelles before our annual meeting in Reno in 1955, let me repeat that I am tremendously pleased with your support of our 1954 beef promotion campaign. I well remember that local and state CowBelles were mindful of the need of promoting an increased consumption of beef before our parent organizations concentrated their activities in that direction. You have continued to work hard and diligently in that direction and it is gratifying to me to note the success you have achieved through your efforts. My heartfelt thanks for your support.

My appreciation to my friend, Mrs. Carlisle, your secretary, who has spent many hours carrying out her duties, and I am mindful of her support and counsel of my many ideas. Thanks to her for any accomplishments we have attempted this year. The entire membership will indeed be benefited by her services.

Words are inadequate to express my esteem for Dorothy McDonald and her capabilities in the work she is doing for the CowBelles. Her personal interest in our organization as well as her charming personality contributed to my pleasure in serving you as president.

The vice-presidents, all three of them, have been wonderful helpmates—always eager to do anything I have asked. All together this has been a very pleasant experience for me and I shall always be proud to have served as your national president.

Though years may come and years may go

And many CowBelle ideas grow
With Merry Christmas in our heart
May the joy of friendship never part.

Gartefully yours,
MARIAN GUTHRIE.

... beef cookery ...

REPORT ON THE COOKBOOK:

By the time you receive this issue we have been assured that our collection of recipes, BEEF COOKERY, will be released. It was necessary for us to go to our membership for the distribution of this initial publication and from the requests we have received I

feel assured we will reach our goal in its distribution and realize success in the purpose of its compilation—to encourage the American housewife to eat more beef.

This book can be used by any group in its beef promotion activities. A special 12½ per cent discount is given on orders of 100 or more books, with the sale price remaining at \$2 each. These can be ordered through our secretary, Mrs. Clyde Carlisle, Box 1005, Porterville, Calif. We have a very unique collection of recipes and it is a book every homemaker will want to own.

They will be available at our Reno convention.

MARIAN GUTHRIE, President
... beef cookery ...

CONVENTIONS

Several months ago Mrs. M. E. Trego, vice-president in charge of the Chimes, suggested it might be interesting in this last-of-the-year issue to have a sort of roundup of what had happened at state conventions during 1954. Mrs. Trego's letters to state presidents met with a fine response. Even some states that felt they had nothing to add to what had already appeared in the Chimes managed to find a picture or two that had not appeared before. And who was it said, "A picture is worth a thousand words?" It is our hope that the pictures of these smiling ladies enjoying themselves at their conventions in 1954 will inspire you to be sure to join the fun in 1955 . . . not only in your own state but at the National convention in Reno on January 10-12.

You'll find the fellowship with other CowBelles an inspiration and a pleasure. More important still, your presence will lend support to the program we have undertaken in behalf of the cattlemen and our industry. Also, Mrs. Fred Dressler, chairman, has a terrific program of entertainment arranged for our enjoyment.

See you in Reno next month, I hope!
—DOROTHY McDONALD.

... beef cookery ...

IDAHO COWBELLES, in conjunction with the Idaho cattlemen, held their 1954 convention in Lewiston on May 19-21. There were 274 CowBelles registered; 40 new members. The business meeting on May 19 included a coffee hour, and officers for 1954-55 elected. A song contest resulted in Mrs. Marvin Whittman, Lewiston, winning with her CowBelle booster song. At a ladies luncheon at the Country Club on the second day, Mrs. Kendry Grimlin was chairman. The Idaho CowBelle scholarship of \$100 was awarded to George William Passmore of Idaho Falls. Report was made of the CowBelles helping the National Livestock and Meat Board with a display in Lewiston and at the fair in Blackfoot. They enjoyed having the National officers, Mrs. John Guthrie and Mrs. Clyde Carlisle, with them.

AMERICAN CATTLE PRODUCER

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lisle, with them. Mrs. G. B. Wilson, Lewiston, chairman of the convention, was warmly thanked by outgoing and incoming officers for a fine job well done.

... beef cookery ...

KANSAS COWBELLES already reported on their March 11-13 convention in the April Chimes. They feel their most successful venture this year was the holding of district meetings all over the state—six in all. In this way they advertised the CowBelles, made Kansas women more conscious of the "Eat More Beef" projects and gained many new members. They also distributed stickers. At the March meeting they appointed a committee to plan some kind of philanthropy for the Kansas group. One hundred and twenty-four ladies attended the Kansas CowBelles convention in Wichita in 1954.

... beef cookery ...

LOUISIANA COWBELLES held their third annual meeting in Alexandria on Feb. 19. They were entertained at the home of Mrs. J. M. McLemore. The following day they enjoyed a luncheon at the Alex Country Club and found favors at each place—lovely cowbell earrings. Mrs. Max T. Ward entertained with vocal selections. Officers for 1954-1955: Mrs. Sylvan Friedman, president; Mrs. David Perkins, vice-president; Mrs. Leslie A. Cowley, secretary-treasurer.

... beef cookery ...

NEBRASKA COWBELLES held their convention in conjunction with the 65th annual meeting of the Nebraska Stock Growers at Chadron on June 10-12. The centennial theme was used, with decorations featuring the Gold Rush days, at the CowBelles' business luncheon the hosts were Nixon & Co. It was reported by Mrs. Waldo Haythorn, president, that the Nebraska CowBelles had grown to 927 members in six years. A project was the donation of \$500 to the Cedars Home for Children at Lincoln, to equip a playground for these neglected or abandoned children. Another project was the poster contest to advertise beef, sponsored by the second vice-president, Mrs. Chester Paxton of Thedford. Election of officers brought Mrs. Woodrow Metzger in as president; Mrs. Chester Paxton and Mrs. John A. Streiff, vice-presidents; Mrs. Richard Briggs, secretary-treasurer. A highlight for the Nebraska CowBelle president each year is the honor bestowed by the Knights of Ak-Sar-Ben. Mrs. Metzger received this when she reigned as Queen-for-a-Day at the 27th annual show and rodeo in Omaha.

... beef cookery ...

NORTH DAKOTA COWBELLES at the annual convention of Stockmen and CowBelles in Dickinson June 7-9 used a room at convention headquarters as a CowBelle lounge and display room; exhibits of various officers attracted much attention. A large locomotive poster represented the president and

ARIZONA HEREFORD ASSOCIATION

SALE JAN. 7 Phoenix, Ariz.

This sale will be held in conjunction with THE ARIZONA NATIONAL LIVESTOCK SHOW in Phoenix, Jan. 3-8. (This year it has been designated a Register of Merit Hereford Show.)

- **30 CONSIGNORS** from 7 states are offering their best to bring you top quality animals: Arizona, California, Colorado, Nevada, New Mexico, Texas and Utah.
- **110 BULLS, 30 HEIFERS** . . . premium quality registered Herefords . . . will be sold Jan. 7, offered in singles and pen lots of three, both bulls and heifers.
- **120 TOP FEEDER STEER CALVES** will be sold Jan. 8. These calves will interest buyers of high-quality cattle.

HERE IS THE LIST OF CONSIGNORS:

Greene Cattle Company, Patagonia, Ariz.
Herschede Hereford Ranch, Hereford, Ariz.
Las Vegas Ranch, Prescott, Ariz.
Long Meadow Ranch, Prescott, Ariz.
K. 4 Ranch, Prescott, Ariz.
Milky Way Hereford Ranch, Phoenix, Ariz.
Rancho Sacatal, Dos Cabezas, Ariz.
Thurber Hereford Ranch, Sonoita, Ariz.
Double O Ranch, Seligman, Ariz.
Hooper Hereford Ranch, Springerville, Ariz.
Cureton, George H. & Sons, Lordsburg, N. M.
Clover Valley Hereford Ranch, Wells, Nev.
Friendship Ranch, Chino, Calif.
Corona Hereford Ranch, Corona, Calif.
Beal Farms, Cedar City, Utah

Denton's L 7 Ranch, Kenna, N. M.
Helmer Bros., Littleton, Colo.
McKinnon Ranch, Meeker, Colo.
Pastorius, H. E., Yampa, Colo.
Peterson Bros., Ogden, Utah
Rancho Lilac, Escondido, Calif.
Sessions Hereford Ranch, La Jolla, Calif.
Coenner Bros., La Veta, Colo.
Lamb Hereford Ranch, Wales, Utah
Woodburn Bros., Portales, N. M.
Oliver Ranch, San Diego, Calif.
Norman Libby, Bueyeros, N. M.
Frank Brunelli, Walsenburg, Colo.
Andrew Vanotti, Walsenburg, Colo.

AUCTIONEER—
Howard Brown
Woodland,
Calif.

For catalog write
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Phoenix, Ariz.

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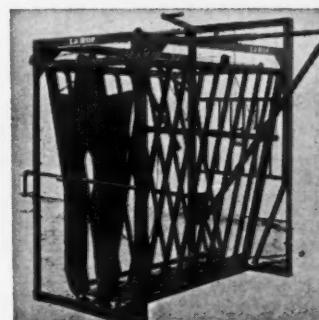
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Recommended INSECTICIDE CONCENTRATE
FARNAM "Triple XXX"
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Mixes 1 to 20 with #2 fuel oil, diesel oil or petroleum distillate for use in cattle oilers. Mixes 1 to 160 with water to spray for grubs, lice, ticks and Sarcoptic Mange Mites . . . only \$12.75 per gal.

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WHEATLAND RANCH
Aberdeen-Angus Breeding Stock
For Sale
James B. Hollinger Chapman, Kan.

vice-president, with their pictures as engineers; the coal car exhibited the report of the secretary-treasurer, and additional cars displayed work of the committees. Historian Nellie B. Noyce illustrated her work with pictures of members of pioneer families of early-day activities. Membership chairman Carrie Beck Peterson had a table display of cowboy dolls, horses, corrals, etc., pertaining to ranch life. Resolutions presented by the committee chairman, Louise Hanson Kopsang, favored: legislation on home grown beef consumption; discouraging foreign beef purchase; improvement of rural telephone service; publicizing of state together with the "Greater North Dakota Association." North Dakota CowBelles close the year with 269 members.

Quarterly meetings in conjunction with the stockmen and juniors are meeting with nearly as much enthusiasm and attendance as the conventions. On Oct. 16th the meeting at Waterford City was highly successful, from the forenoon's big parade, fine beef dinner, through the afternoon's business meetings, programs, Dutch-treat supper and evening of square-dancing. At this meeting the CowBelles voted to give the National CowBelle fund \$25 annually.

In 1954 the North Dakota group distributed beef promotion stickers and cards, adopted an official CowBelle pin, kerchief and stationery. Their original theme song, composed by the organization's first secretary-treasurer, Mrs. A. W. Gustafson, is in the process of wholesale distribution.

. . . beef cookery . . .

SOUTH DAKOTA COWBELLES reported their yearly meeting some months ago, but they, too, find that the quarterly meetings draw a large attendance. At these quarterly meetings the local CowBelles plan a tea for the first afternoon and in the evening attend a banquet with the men. Usually they have a Dutch-treat breakfast the next morning and a tour. At the quarterly meeting in Belle Fourche in September they decided on new letterheads, changes in the CowBelle Award given each year to a 4-H girl with the best beef record, and the composing of a CowBelle song. They may sing it in Reno.

South Dakota's "CowBelle Special" recipe folders have 19 recipes on the cheaper cuts. (See Home on the Range for one of them.—ED.) These have been distributed by the thousands to extension clubs and 4-H girls and will be put on meat counters and in grocery stores soon. They were first distributed at the state fair in September at a tent for registration for free quarters of beef. A prize 4-H beef steer was kept nearby, marked to show the various cuts of meat. On the last day it was butchered and the quarters delivered to lockers for the winners. (This is an excellent idea some other groups may want to try.—ED.)

South Dakota is also planning a more intensive campaign for new members.

. . . beef cookery . . .

UTAH COWBELLES have also reported their convention recently in the Chimes. Though still an infant organization, it has an active and interested membership. Mrs. Joe Haslem, vice-president, has been giving weekly broadcasts on beef promotion; Mrs. George Magnuson, also a vice-president, has contributed weekly beef industry items in the local newspaper; and Mrs. Wells Robins, in charge of new local chapters, reports that four new CowBelle groups have been formed this year: Castle Dale in Emery County, Scipio in Millard County, Beaver in Beaver County, and Bicknell in Wayne County. It has always been understood that Utah CowBelles are primarily a "just for fun" organization to encourage their husbands to attend conventions, and it has accomplished its purpose in more than doubling attendance at the state conventions; also last year they had more than 50 attend the National convention in Colorado Springs.

. . . beef cookery . . .

WYOMING COWBELLES' all-out effort to promote the sale of beef has

featured booths at fairs, floats, slogans in parades, radio programs and limberjack contests. In Laramie last June, Wyoming's ranch women elected Mrs. Lawrence Fuller, Sr., their president; Mrs. George Cross, Jr., vice-president; Mrs. W. J. Brown, secretary-treasurer; Mrs. Jack Dinwiddie, historian; Mrs.

Mrs. Fuller

Norman Sanford, parliamentarian; and Mrs. John Kvenild, auditor. A highlight was the banquet for the CowBelles. Lee Keith, Kaycee, became the first and only male CowBelle associate member after speaking before the group on the beef promotion program. Mrs. Verne Barton entertained at a breakfast for her officers and committee chairmen. The women feel the Wyoming Stockgrowers have a well-rounded program planned for the business sessions, so they attend these meetings faithfully.

. . . beef cookery . . .

CowBelles of Washington have been frequent callers in recent weeks at groceries, restaurants and locker plants in that state as they conduct a campaign to deliver merchandising aids and "follow-up" to see that they are effectively used.

Menu clip-ons, special labels for self-service packages, posters and other aids, mostly furnished by the American National, are being used.

SEE YOU IN RENO

AMERICAN CATTLE PRODUCER



CALF CLUB

Chairman search committee has been through a series of meetings, showing information to guide agencies reports. More than 50 per cent come in from who have turned out the blank, with producer, 5 Colo.

MANY

The Calf Club bull testing and also oratory in the state gather 200. The fees of the cattle bull battles per cent.

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A new veterinarian outbreak. Called "produced" was originally in America. The market is currently. It is of causing complications. trials have been break last which means Sterne s

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Colorado studying "cow and lungs" which contain large amounts of most cows have been summer the cattle meeting. Association disease and movement as to it

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RE- SEARCH

CALF CROP 83.7 PER CENT

Chairman Alan Rogers of the research committee of the American National advises that replies so far in the committee's questionnaire which has been circulated over the country through cooperation of the farm and livestock press and stockmen's associations, show that the average calf crop in beef cattle is 83.7. This and other information from replies will be used to guide the committee and research agencies in their work. Mr. Rogers reports Montana cattlemen sent in 15 per cent of total replies which have come in from 24 states. He urges those who have not already done so to fill out the questionnaire. If you need a blank, write the American Cattle Producer, 515 Cooper Bldg., Denver 2, Colo.

MANY BULLS STERILE

The Colorado A. & M. College has a bull testing laboratory on its campus and also does testing in a mobile laboratory that can be moved to any area in the state where cattlemen agree to gather 20 or more bulls for the test. The fee is \$10 per bull. Dr. H. J. Hill of the college said that sterility in a bull battery may run as high as 12½ per cent.

NEW ANTHRAX VACCINE

A new vaccine is being employed by veterinarians to control an anthrax outbreak in southeastern Louisiana. Called "Sterne strain," the vaccine is produced by Lederle Laboratories. It was originally developed in South Africa. The product is not yet on the market but has been used experimentally. It is non-virulent and incapable of causing anthrax or other severe complications. Previous large scale trials have included an anthrax outbreak last year in Arkansas during which no animal vaccinated with the Sterne strain died of the disease.

COW ASTHMA STUDIED

Colorado A. & M. veterinarians are studying pulmonary emphysema or "cow asthma." In this disease the lungs literally blow up. The lungs contain large pockets of air, often as large as a football. The disease is most common in the fall when cattle have been brought down from high summer ranges. Dr. A. W. Deems of the college reported at the regional meeting of the Colorado Cattlemen's Association reported that, although the disease is still in the unknown treatment classification, they have a lead as to its cause: organisms in the in-

testines and stomach which seep through and become toxic in the lungs and cause a rupture there. Symptoms include mild bloat, failure to eat, labored breathing and loud grunts upon expiration of air. Recommendation is that such cattle be transferred from pasture to drylot and kept quiet.

ALFALFA WEEVIL CONTROL

A springtime spraying or dusting with the right insecticide is the best way for western growers to protect alfalfa from alfalfa weevil, say USDA entomologists. Using chlordane, dieldrin, or heptachlor before alfalfa plants are two inches high destroys overwintering adult weevils before they lay eggs. Summer treatment (May or June)—an alternative for growers of alfalfa as a hay crop—offers a wider choice of chemicals: aldrin, heptachlor, lindane, methoxychlor, or parathion. If the first growth is produced for seed, and the larvae have not been controlled by DDT applied to control lygus bugs, which damage the alfalfa blooms and seeds, a special treatment with this insecticide may be justified. These recommendations are discussed in detail in new USDA Leaflet 368. Department entomologists advise careful handling of the insecticides.

LIVER ABSCESS STUDY

Research into causes of liver abscesses in the Denver area is being conducted at Colorado A. & M. College, using five lots of 15 steers furnished by Armour & Company, and with funds being contributed by Denver packing firms. Percentage-wise, liver abscess condemnations are highest in the Denver area, followed by the Pacific Coast and Omaha. Previous studies have established a close connection between ruminitis (inflammation of the paunch) and liver abscesses.

HELP IN FATTENING

A new cattle feed ingredient which in 100 days can put an extra 50 to 75 pounds of beef on a fattening steer for an investment of \$1 or less will be available to cattle feeders during the second half of the winter feeding season, according to Eli Lilly and Company. The pharmaceutical manufacturing firm discloses that the growth-stimulating "stilbosol" (Diethylstilbestrol Premix, Lilly) was made available early in December to feed manufacturers for addition to feed formulas.

SAVE MORE LEGUME SEED

Based on two years of field testing and adjusting 20 combines by researchers at the University of Wyoming, it was found that an average of 31.7 pounds of legume seed are lost during harvest because of improper adjustment of the combine. They found that by making proper adjustments, the seed loss can be reduced to 9.3 pounds per acre, a saving of 22.4 pounds.

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He best can forecast blizzard weather
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—Howard Haynes

STOP Costly Losses RID YOUR CATTLE OF STOCK-PESTS!

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Do it AUTOMATICALLY!

Better coverage, better results with Farnam "brush-type", fully-automatic Curri-Oiler! Applies insecticide uniformly. Brushes it in. Knocks stock-pests. Conditions hair and hide. Keeps cattle contented. 20,000 satisfied users!

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SALES

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Arizona Hereford Assn. Sale — Phoenix

(In conjunction with Arizona National Livestock Show Jan. 3-8)

110 BULLS; 30 HEIFERS offered Jan. 7

120 TOP FEEDER STEER CALVES will be sold Jan. 8

For information write Arizona Hereford Assn.,
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The nation's largest sale of Inspected and Graded Bulls.

BREEDERS: USE THIS SPACE

To give essential facts about your next sale. It will bring you the buyers. The cost is small.

HEREFORDS AT OGDEN

Forty-one Hereford exhibitors representing 13 states showed 230 breeding cattle in the 1954 Ogden Livestock Show. Doug Davis of Loveland, Colo., took the championship in the bull division, with Wyoming Hereford Ranch of Cheyenne showing the reserve animal, a yearling. In the female division, Double M Ranch of Adams, Ore., got top honors and Lucky Hereford Ranch of Gilroy, Calif., had the reserve animal.

HOUSTON ANNOUNCES PRIZES

Cash prizes and special awards amounting to \$131,883.34 will be provided by the 1955 Houston Fat Stock Show, Feb. 2-13, and in addition the various breed associations will offer \$14,979.66 in cash prizes. The open class breeding beef department—including Hereford, Angus, Shorthorn, Brahman, Santa Gertrudis and the new divisions of Charollaise and Charbray—will receive a total of \$24,690.

GERTRUDIS SALES SET MARK

Five different auctions of Santa Gertrudis breeding stock early last month set a new mark, with a total of 169 head sold for a total of \$280,215 to buyers in Cuba, Argentina, Texas, Louisiana, Arkansas, Oklahoma, Florida and Georgia.

GRAND NATIONAL WINNERS

In the Grand National Livestock Exposition at San Francisco, Oct. 29-Nov. 7, an Aberdeen-Angus from the farm of Penny & James of Hamilton, Mo., was named grand champion steer; the

880-pounder later sold at \$2.20 a pound.

The grand championships in the carlot division went to Herefords, with Trompeter and Dick, California Technological Institute at San Luis Obispo, Calif., showing the champion lot; the reserve lot coming from Geo. A. Smith, Jr., Avenal, Calif., and Mees Ranches of Lonoak, Calif., having the grand champion load of feeder calves and the grand champion pen of five feeder calves.

In the National Angus Show held in the Cow Palace at the same time, a bull exhibited by Haystack Angus Ranch of Longmont, Colo., was two-year-old class winner and senior champion.

CAPITAL SHOW WINNER

An Angus steer bred and exhibited by Dale West of Merrill, Ore., brought \$1 a pound at auction after winning the interbreed grand championship at the Capitol Show of Idaho, Nov. 20-23 in Boise. The steer weighed 1,062 pounds. This exhibitor also took a number of other awards; other successful exhibitors included W. J. Harmer & Sons, Helena, Mont., and Von Robbins, Hansen, Ida.

DRYBREAD SALE AVERAGE \$632

The mid-November sale of Drybread Silver Domino Herefords at By-the-Way Ranch, Valentine, Nebr., saw 82 lots go out for a total of \$51,820, to average \$632. Average on 40 bulls was \$1,002, and on 42 females it was \$280. Top selling bull brought \$6,150; Monahan Cattle Company of Hyannis bought the second-high animal for \$6,100, and the top female sold for \$1,300. Breeders from 15 states and Canada attended.

PI HEREFORD EVENT

The Hereford sale held in connection with the Pacific International Livestock Exposition some weeks ago saw an average of \$800 scored on the 45 head sold. Double M Hereford Ranch at Adams, Ore., showed the grand champion steer; Double M took champion bull honors also, in the breeding show which attracted 37 exhibitors from 10 states. In the female division, A. H. Karpe of Bakersfield, Calif., got top honors. Reserve honors for a bull went to Orville E. Kuhlmann of North Platte, Nebr., and second place female came from Lucky Hereford Ranch, Gilroy, Calif. The top bull in the sale brought \$3,150.

ADDED TO ANGUS STAFF

William S. Roche of Albert City, Ia., has been named to join the staff of the American Aberdeen-Angus Breeders Association as a field representative on the Pacific Coast. He will work with Walter H. Smith of Walla Walla, Wash., in assisting breeders in those states. Mr. Smith, fieldman since 1950 in the western states, will leave to return to farming next spring.

FORT WORTH SHOW SET TO GO

The Southwestern Exposition and Fat Stock Show, taking place Jan. 28-Feb. 6 at Fort Worth, will offer the following schedule of premium money for the various breeds: \$13,800 for Hereford breeding cattle, which figure does not include \$2,335 for bulls of the breed in the carlot and pen division . . . \$10,000 for Angus breeding cattle, in addition to \$2,000 for Angus bulls in the carlot and pen division . . . \$6,000 prize money for Shorthorns (added to \$2,000 for bulls) . . . \$2,000 for Brahmans . . . \$5,000 for polled Herefords, exclusive of \$2,335 for horned and polled Herefords in the carlot and pen division of bulls.

POLLED HEREFORD NEWS

In an action taken by the board of directors of the American Polled Hereford Association at its annual business meeting, the association has rescinded its six-month age rule governing the registration of Polled Hereford calves so that calves may now be recorded any time after birth. The meeting was held during the 1954 National Polled Hereford Show and Sale, Nov. 1-3, at Columbus, O.

* * *

In the show, the grand champion bull was owned jointly by John M. Lewis & Sons, Larned, Kan., and Jim and Faye Gill, Coleman, Tex. The winning two-year-old had just previously been champion of the breed at the American Royal in Kansas City. The grand champion female was shown by John E. Rice & Sons, Sheridan, Wyo. A record-setting total of 308 Polled Herefords from 70 breeding firms in 22 states participated.

AMERICAN CATTLE PRODUCER

In the s to average \$35,950 (a bringing . The top p a female t female wh ship. A N for the se gory. Exact mals sold others find and New .

John H. is the nev Polled He ring Rober of Darling president.

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In the sale, 92 head sold for \$82,315, to average \$895, with 30 bulls totaling \$35,950 (average \$1,198) and 62 cows bringing \$46,365 for a \$748 average. The top price was \$9,000 for a bull; for a female the top was \$3,150 for the Rice female which had taken the championship. A New Zealand buyer paid \$2,500 for the second-high price in the category. Exactly half (46) of all the animals sold went to Ohio buyers, the others finding takers in 17 other states and New Zealand.

* * *

John H. Royer, Jr., Glenwood, Md., is the new president of the American Polled Hereford Association, succeeding Robert A. Halbert. J. E. Lambert of Darlington, Ala., was named vice-president.

THE CHICAGO FEEDER SHOW

The 10th annual Chicago Feeder Show and Sale has been recorded as a record-breaking event in which a total of 10,490 steers and heifers averaging 474 pounds went through the auction ring for an average price of \$22.59 and gross receipts of \$1,122,657.97. Last year's show take was \$360,543.40 below this figure, on 377 loads averaging \$21.62 (this year there were 523 loads.)

Top award this year went to a load of Angus steer calves averaging 411 pounds which were shown by C. E. and Ida Tupps and Sons of Aurora, Colo. Another Angusman, Jess Hadley of North Platte, Nebr., had the champions in the heifer calf, yearling heifer and yearling steer classifications.

The Tupps load led off the auction, going to an Indiana buyer at \$46 a cwt. On steer calves, 15 prize-winning loads averaged 416 pounds and went at \$37.59 a cwt.; five prize-taking heifer calf loads averaged 447 pounds and figured \$25.77 a cwt. On yearling heifers, five prize loads averaged 620 pounds and brought \$20.12 per cwt., and 10 prize yearling steer loads showed an average weight of 633 pounds and sold at \$25.24 a cwt.

CHAROLLAISE CORRECTIONS

A report appearing in the November PRODUCER (Page 28) on the first annual auction of the Yates Ranch at Vineyard, Tex., contained inaccuracies resulting from omission of lineage, in that four of the bulls sold were purebreds instead of six, and only two brought \$4,150. The total of 44 cows and heifers averaged \$785, and two purebred cows averaged \$1,400. Total for the sale was \$56,325 for an average of \$938.75 on six purebred and 54 cross-bred Charollaise cattle. All animals were registered with the International Charollaise Cattle Association.

NEB-KAN SHORTHORN SELL

When the Nebraska-Kansas Shorthorn and Polled Shorthorn Breeders held their sale in Superior, Nebr., last

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CHANDLER HEREFORDS

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Herbert Chandler

Baker, Oregon

month they took in \$11,925 on 54 lots for an average of \$221. Thirty-one bulls averaged \$248 and 23 females \$185, with the top bull going for \$600 and the top selling female bringing \$255.

NEBRASKA SHORTHORN SALE

At Columbus, Nebr., the November sale of the Nebraska Shorthorn Association brought in a \$15,065 total on 56 lots, making the average \$270, to figure \$288 on the 39 bulls and \$230 on 17 females. The top prices in the event were \$900 on a bull and \$345 for a female.

HEREFORD FEE CHANGES NOTED

Changes in fees announced following the Oct. 18 annual business meeting of the American Hereford Association include a revised schedule dealing solely with transfer records on animals sold by breeder. There is no

change in fees for registration, which remain as established in 1881. The increase in fees, to take effect Jan. 1, will apply only when a breeder sells and transfers an animal.

Another revision has to do with applications for registration of Herefords imported from Canada and England. Effective Nov. 1, any animal recorded in either the English or Canadian Hereford herd books is now eligible for entry into the American Hereford records provided application to enter is made within one year following the date of importation, and a schedule of fees has been set therefor.

NEBRASKA ANGUS BREEDERS TOTAL \$13,240 ON 34 BULLS

At Valentine, Nebr., the state's Angus breeders association has gleaned a total of \$13,240 on 34 animals sold in its bull sale for an average of \$390, with the top bull bringing \$1,500.

BEEF—ACROSS THE NATION

Texas Beef Week during early November had big impact with well-organized "kick-off" dinners and events. Among activities were arrangements to serve beef sausage on all airlines and railroads in the state, with Beef Week posters on display at depots and terminals. Jay Taylor was speaker at opening dinners at Fort Worth and Amarillo. Meanwhile, the Texas Beef Council has sent invitations to 10,000 Texas cattle producers asking \$10-minimum membership in the council on the basis of 5 cents per head on 1954 average herd.

CowBelles of Washington state are contacting markets, restaurants, etc., to deliver merchandising aids such as posters, recipes, pre-package meat labels, menu clip-ons.

Hawaiian beef producers are paying ½ cent per pound on dressed beef carcasses for advertising and promotion in the Islands. The American National cooperated in exchanging material and information on promotion activities.

The Western Colorado CowBelle Council is already working on a campaign to have the entire cattle and beef industry feature "Beef for Father's Day" and is contacting all CowBelle and beef promotion groups to

enlist support. Plans call for distribution of an appropriate sticker and a "typically male menu" — which, of course, is a big, juicy beefsteak.

Nevada cattlemen have contributed several hundred dollars into a beef promotion fund through voluntary assessment of 10 cents per head on cattle sold. Because most cattle are sold direct from ranches, contributions are going directly to Nevada Beef Promotion Committee. Two cents of each dime goes to National Live Stock and Meat Board.

A unique test program in Nevada's major "wage-earner" town has demonstrated that concentrated effort can increase consumption of "economy beef" as much as 20 per cent, it was reported recently to the Nevada State Cattle Association.

The mining community of Ely was selected for the project to "educate" homemakers to the value and benefits of the "thrifty cuts."

A series of four consumer classes on beef buying, preparation, serving and menu planning were held.

Despite records indicating that beef consumption in Ely traditionally falls off 20 per cent during the deer season, reports during the following the classes showed that sales of "thrifty cuts" had risen 20 per cent above October 1953 while sales of all beef was about 10 per cent above last year for the same period.

The American National CowBelles have arranged for pre-Christmas publication and distribution of their new book "Beef Cookery," a collection of nearly 300 all-beef recipes. Promotion groups in the various states are urged to participate in its distribution. Sale price is \$2, with a 12½ per cent discount on orders of 100 books or more, and a 10 per cent discount on orders of from 50 to 99. Orders should be sent to Mrs. Clyde Carlisle, Box 1005, Porterville, Calif. Mrs. John Guthrie, CowBelle president, explains that the book is not intended for fund-raising, but as a contribution to the beef promotion campaign.

Members of the Nebraska Junior Chamber of Commerce, taking a cue from South Dakota and Iowa have offered to act as deliverymen, speechmakers and beef salesmen for the newly organized Nebraska Beef Council.

The "Utah Farmer" reports that activities of the Utah Beef Council were "partially responsible" for increasing beef consumption "by 17 per cent above the national average increase."

MEXICO TO EXPORT ONLY UNDER QUOTAS

FOLLOWING THE EXPECTED OPENING of the U. S.-Mexican border to imports of cattle Jan. 1, export quotas will be set by the Mexican government.

Purpose is to insure domestic supplies of fresh beef at centers of consumption and so that packing plants will be able to obtain their operating needs.

A ban is expected on exports of breeding stock to provide for expansion of Mexico's herds.

The Regional Cattlemen's Association of Coahuila has asked cattlemen to estimate their sales for the coming year. It is expected the quota to the U. S. will be 40,000 head for 1955. It is estimated there are 427,000 cattle in the state.

In Chihuahua the cattle population is calculated by the Cattlemen's Union at about 640,000 head, about a third of the number before the drouth cycle which began eight years ago. Roughly 80,000 animals may become available from this state.

Purchases of steers have been reported in Coahuila at around 8½ cents for export when the border opens. Considering costs in getting cattle into the U. S., they could be delivered at the border at around 16 to 18 cents, pretty close to prices for comparable steers in the U. S.

The market for cattle and beef in the Mexican cities has improved, says USDA, and some cattle for local slaughter have sold at Piedras Negras for the equivalent of 7.8 cents per pound.

AMERICAN CATTLE PRODUCER



An outdoor "session" of the Kern County Branch's recent cattlemen's meeting in California shows (l. to r.) Parley Richens, manager, cattle division, Kern County Land Co., Bakersfield; Jake Schneider, CCA president; Carl Twisselman, McKittrick, president, Kern County group; J. B. Williams, Granite Station; Archie Frick, Arvin, CCA director.

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Personal Mention

Honored last month as "Cattleman of the Year" by the Kern branch of the California Cattlemen's Association was **Hubbard Russell**, former president of the American National. Mr. Russell was presented with a gift in recognition of his devotion for a half-century to the betterment of the livestock industry. He is one of the organizers and a past president of the California Cattlemen's Association and a director on the National Live Stock and Meat Board, also past president of the American National.

Cliff Hansen, president of the Wyoming Stock Growers Association, **Jim Boyle** and **Bruce Porter** recently participated in a cattle drive over Teton Pass to load 1,500 cattle at Victor, Ida., for Garner, Ia., which the Union Pacific says was a record run for a movement of this kind. The animals came from Jackson Hole country and the drive over the pass was from 28 to 40 miles. One train stop was made en route for rest and feeding at North Platte after 30 hours. Comparable schedules are made on runs from Salt Lake to Los Angeles.

Notable among recent contributions to the National building fund from within the association's staff is one coming from Traffic Managers **Chas. E. Blaine** and **Calvin L. Blaine** of Phoenix, Ariz. It is made in memory of their son and grandson, **Calvin Lewis Blaine, Jr.**, a young navy veteran who died in a motor car accident Mar. 6, 1953. His B. S. degree in animal husbandry at Arizona State College was conferred posthumously two months later.

On December 1 **Milan D. Smith** of Pendleton, Ore., became the new executive assistant to Agriculture Secretary Benson. He succeeds **Lorenzo N. Hoopes**, whose resignation permits him to return to Safeway Stores.

Among contributors to the National building fund in the past month was **Wm. A. Braiden** of Denver, charter member of the American National.

James T. Jardine: A noted agricultural scientist formerly in charge of research in the USDA, Mr. Jardine died in Washington last month at 72. He had retired from government work in 1946. A brother, William M. Jardine of San Antonio, Tex., was secretary of agriculture under Coolidge.

M. B. (Ted) Hayes: Ninety-year-old Mr. Hayes, who was born in 1864 near Springfield, Ore., just five years after Oregon attained statehood, had been in the cattle business in Harney County continuously since 1887. Hospitalized since June, he passed away on Oct. 26.

SHARE IN THE FOOD DOLLAR

In 1953 the food dollar was shared 45 cents for the farmer, the remaining 55 cents for marketing, including transportation, storage, processing and distribution, says USDA. About half of these costs went to pay 5 million workers to move and process products from farm to consumer. Poultry and egg

men got the biggest share, 69 cents; stockmen got 63 cents; grain growers 22 cents. The big difference here is that some products need more services than others; some are sold in forms very different from the product that leaves the farm.

THE STATE PRESIDENTS

When Jake Schneider of Sloughhouse, Calif., president of the California Cattlemen's Association, was asked for some data to use in this biographical sketch his reply leaned rather heavily

toward the impersonal. Personal information has had to be gleaned from other sources, but by putting the two sets of facts together the **PRODUCER** believes it is presenting a good picture

of one of the nation's cattle industry representatives.

Mr. Schneider is in a partnership with Lloyd Mehrten and Anthony Riella; all live on the ranch with their families and all take an active part in the work and management of it. Mr. Schneider describes the operation.

"Our winter ranch and headquarters are located about two miles east of Sacramento. They consist of 7,500 acres; 200 acres of irrigated pasture, the remainder pasture and hayland.

"We own about 5,500 acres in the foothills and mountains and also have an allotment on the El Dorado National Forest. This is spring and summer range.

"We run a commercial cow and calf herd of grade Hereford cattle. We try to calve about 600 calves a year—at least we bred about 650 cows and heifers . . . usually get about 85 per cent calf crop.

"We breed our heifers at about 15 months old and they start calving at 2 years. We calve in November, December and January, and sell the calves from the heifers for veal in April or May, weighing around 250 pounds.

"The calves from the cows are weaned in October and carried over to about 20 months to two years of age. We market the steers off of irrigated pasture

supplemented with hay and barley. Most go to slaughter, the tail end sold as heavy or fleshy feeders; weight about 900, average.

"The heifers are culled and the bad end fed the same as the steers; the bulk of them are bred. After the first calf they are culled again before going into the cow herd.

"The yearling heifers are bred to Angus bulls; the cows to Herefords. All the crossbred calves are sold; our cow herd is all straight Hereford.

"We usually buy about 200 weaner steers in the fall in addition to the ones we raise and market them in 10 or 11 months.

Heifers are calved as two-year-olds, a practice which, Mr. Schneider says, "is gaining in popularity around here."

Mr. and Mrs. Schneider are both third-generation cattle people, and the intense interest in cattle group activities extends to the distaff side, with Jean serving as president of the state's CowBelles. Married in 1940, the Schneiders have two boys—Jay Laurence and Leland—who are also learning the business from the ground up.

Mr. Schneider's community service includes the presidency of the Elk Grove High School board (enrollment 850) and clerkship of the elementary school board (enrollment 80). He is a member of the agriculture committee of the state Chamber of Commerce; chairman of the stockmen's advisory board for the El Dorado National Forest; a member of the Native Sons of the Golden West lodge, and a past noble grand of the Odd Fellows.

A matter of chief importance to the CCA which Mr. Schneider heads is beef promotion; started this year was the California Beef Industry Council. Another arises from the fact that only a small percentage of the people in California live in the country and therefore the state legislators are mostly city people—"so we have a big problem holding our own."



Jake Schneider

